



December 17, 2015

LifeVantage Launches PhysIQ™ Smart Weight Management System

Company Cyber-Launches PhysIQ™ Fat Burn, PhysIQ™ ProBio, and PhysIQ™ Protein Shake for Immediate Distribution in the United States and Canada

SALT LAKE CITY, Dec. 17, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has launched its much-anticipated PhysIQ™ Smart Weight Management system. The company announced the PhysIQ product line during its Global Convention in October, then hosted a live cyber-launch that was broadcast worldwide through the company's website. The live telecast was viewed in 21 countries, had more than 11,000 unique views, and had an estimated audience of nearly 50,000 viewers. The company will execute its international roll out plan for the PhysIQ™ product line throughout fiscal 2016 and 2017.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/ebba2531-8099-4dff-a6c2-c5b809d01285>

"Our objective is to have a cohesive product offering that is unique and exclusive to LifeVantage, and provides optimal health for everyone," said LifeVantage President and Chief Executive Officer, Darren Jensen. "PhysIQ fits perfectly within our philosophy of science-based products that are safe, effective, and easy to share. It is a comprehensive product line formulated to immediately begin to recharge and rebalance the body's internal weight management system. PhysIQ is distinctively positioned to meet the rising market demand for weight management products."

According to The Global Weight Loss and Diet Products Industry Report, in 2014 the weight loss and weight management market represented a staggering \$148 billion worldwide, \$64 billion in the United States alone.

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally at the cellular level. The company is the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, the TrueScience™ Anti-Aging Skin Care Regimen, Canine Health, the AXIO™ energy product line and the PhysIQ™ smart weight management system. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

Forward Looking Statements

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting optimism, satisfaction or disappointment with current prospects, as well as words such as "believe", "objectives", "hopes", "intends", "estimates", "expects", "projects", "plans", "anticipates", "look forward to", "goal", "easy to share", and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Examples of forward-looking statements include, but are not limited to, statements we make regarding our leadership in the global market, product and country expansion, future growth and financial performance. Such forward-looking statements are not guarantees of performance and the Company's actual results could differ materially from those contained in such statements. These forward-looking statements are based on the Company's current expectations and beliefs concerning future events affecting the Company and involve known and unknown risks and uncertainties that may cause the Company's actual results or outcomes to be materially different from those anticipated and discussed herein. These risks and uncertainties include, among others, those discussed in greater detail in the Company's Annual Report on Form 10-K and the Company's Quarterly Report on Form 10-Q under the caption "Risk Factors," and in other documents filed by the Company from time to time with the Securities and Exchange Commission. The Company cautions investors not to place undue reliance on the forward-looking statements contained in this document. All forward-looking statements are based on information currently available to the Company on the date hereof, and the Company undertakes no obligation to revise or update these forward-looking statements to reflect events or



LifeVantage PhysIQ™

circumstances after the date of this document, except as required by law.

The photo is also available at Newscom, www.newscom.com, and via AP PhotoExpress.

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