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## LifeVantage Announces New Strategic Sales Initiative Targeting the More Than 80 Million Millennials in the United States

### Company Providing Authentic Marketing Strategies TO and FOR Young Entrepreneurs

SALT LAKE CITY, Sept. 11, 2014 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), is hosting its first-ever exclusive 3-day *Rules of Engagement* seminar designed to teach, train and mentor their young entrepreneur Distributors. The most important purpose of this historic seminar is to welcome the young members of the millennial generation as they embrace the business opportunity, products and positioning of LifeVantage in unprecedented numbers. These young entrepreneurs are laying a foundation of success and this seminar is designed to give them the necessary tools to establish a strong business career. The event is currently taking place at The Flamingo Hotel and Casino on the famous Las Vegas strip. The educational mentoring sessions are being hosted by some of the most successful young entrepreneurs already within the Elite Ranks of LifeVantage Distributors.

"Our main objective for hosting this event is to have our Distributors gain insights into the energy, passion and drive that fuel these incredible young men and women," said Dave Phelps, Chief Sales Officer at LifeVantage. "Millennials have vast networks of friends that are connected and driven to achieve their dreams in unconventional ways and LifeVantage is the perfect vehicle where they can learn significant business skills to help them achieve life-long Freedom."

LifeVantage President and Chief Executive Officer Douglas C. Robinson added, "Millennials represent a massive opportunity for immediate and long-term growth for our Distributor family and LifeVantage as a company. We want to provide these young entrepreneurs with authentic and time-tested strategies to encourage success in their business lives for years to come."

### About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, the TrueScience™ Anti-Aging Skin Care Regimen and LifeVantage® Canine Health, is a science based network marketing company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

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 [company logo](#)

Source: LifeVantage Corporation

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