



July 22, 2015

LifeVantage Appoints Justin Rose New Chief Sales Officer

Experienced Direct Selling Industry Sales Executive Will Lead Global Sales

SALT LAKE CITY, July 22, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), announced today that Justin Rose has been named Chief Sales Officer for the company. Mr. Rose's appointment was effective July 21, 2015.

Mr. Rose has enjoyed a long and successful career in the direct selling industry, having served for 26 years in senior sales and marketing roles at Nu Skin Enterprises, USANA Health Sciences, Melaleuca Inc., and Aveda. He most recently served as Senior Vice President of Sales and Field Development at Shaklee Corporation where he was responsible for regional sales development, sales incentives, distributor events and recognition, call center operations, and field training and support for North America.

"LifeVantage is uniquely positioned as one of the leading product-driven business opportunities in the direct selling industry," said Rose. "I look forward to enhancing the partnership between the Distributors in the field and the corporate office by implementing programs and incentives that better align field performance with corporate objectives, and stimulate the company's long-term growth."

"Justin Rose has a proven track record of successfully developing regional sales teams and executing field training programs that generate unity and stimulate growth," said LifeVantage President and Chief Executive Officer Darren Jensen. "Although we followed different career paths within the direct selling industry, our paths have crossed throughout the years, and we are both excited about the opportunity to join forces. Justin will play an integral role as a member of the new leadership team being assembled to stimulate the future growth of LifeVantage."

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, and the AXIO™ energy product line. 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," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates," "look forward to" 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 transition, future growth and distributor success. 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 circumstances after the date of this document, except as required by law.

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