



October 8, 2007

LIFEVANTAGE CORPORATION RETAINS BOLDER VENTURE PARTNERS

GREENWOOD VILLAGE, Colorado -- LifeVantage Corporation (OTCBB: LFN), maker of Protandim® announced that it entered into an agreement with 'Bolder Venture Partners' effective September 28, 2007. The agreement calls for 'Bolder Venture Partners' to provide full time on-site operations management. They will also provide hands-on development and implementation of effective 'Direct To Consumer' marketing programs. To meet the revenue growth plan for FY2008, 'Bolder Venture Partners' will provide LifeVantage Corporation complete access to its team of Associates who have broad experience in the areas of direct to consumer internet marketing, direct response marketing and multiple media consumer campaigns.

Daryl Yurek, Founding Partner and Managing Director of 'Bolder Venture Partners', will oversee and guide the sales and marketing strategy to be implemented by LifeVantage Corporation's management and the marketing team of Associates.

'Bolder Venture Partners' Partner Gene Copeland will serve as interim Chief Operating Officer of LifeVantage Corporation. Gene has served as President and CEO for many publicly traded companies. He has applicable experience in the nutraceuticals industry where he served as Chief Operating Officer for Amrion. Amrion was subsequently sold to Whole Foods Corporation.

Gene Copeland stated, "The entire 'Bolder Venture Partners' team is very pleased with the opportunity to expand the sales channels and revenue potential of LifeVantage. In Protandim®, LifeVantage Corporation has a clinically proven product which appeals to a broad spectrum of the North American market. We intend to launch our direct response marketing program with the first 7-minute television interview already scheduled for late October."

Dr. James Crapo, Chairman of LifeVantage, added, "We are excited about the potential for positive results that should be achieved as a result of the 'Bolder Venture Partners' engagement. We are working to insure that both our employees and our order-entry and fulfillment infrastructure are ready for the new marketing programs."

About Protandim®

Protandim® is a patented dietary supplement that increases the body's natural antioxidant protection by inducing two protective enzymes, superoxide dismutase (SOD) and catalase (CAT). These naturally occurring enzymes simply become overwhelmed by free radicals as we get older. Oxidative stress (cell damage caused by free radicals) occurs as a person ages, when subjected to environmental stresses or as an associated factor in certain illnesses. TBARS are laboratory markers for oxidative stress in the body. New data from a scientific study in men and women show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent, with this decrease shown to be maintained at 120 days. Protandim® strengthens a person's defenses against oxidative stress by increasing the body's natural antioxidant enzymes. For more information, please visit the Protandim® product web site at www.protandim.com.

About LifeVantage Corporation

LifeVantage Corporation markets Protandim®. LifeVantage Corporation is committed to helping people achieve health and wellness for life. For more information, please visit the Company's web site at www.lifevantage.com.

Except for historical information contained herein, this document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and applicable common law. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "target" and similar terms and phrases, including references to assumptions, to identify forward-looking statements. These forward-looking statements are based on the Company's 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 factors are difficult to accurately predict and may be beyond the control of the Company. The following factors are among those that may cause actual results to differ materially from our forward-looking statements: the Company's limited cash flow and the rapid development of technology, lack of liquidity for the Company's common stock, working capital shortages and the length of time for scientific advances to reach the market (if they ever reach the market). These and other additional risk factors and uncertainties are discussed in greater detail in the company's Annual Report on Form 10-KSB and other documents filed with the Securities and Exchange Commission. Forward-looking statements made by the Company in this news release or elsewhere speak only as of the date made. New uncertainties and risks come up from time to time, and it is impossible for the Company to predict these events or how they

may affect the Company. The Company has no duty to, and does not intend to, update or revise the forward-looking statements in this news release after the date it is issued. In light of these risks and uncertainties, investors should keep in mind that the results, events or developments disclosed in any forward-looking statement made in this news release may not occur.

About Bolder Venture Partners

Bolder Venture Partners (www.bolderventure.com) is headquartered in Denver, CO. It was founded in 1997 by Managing Director Daryl Yurek. The company provides strategic planning, finance restructuring, fund raising, sales and marketing strategy / implementation, M&A strategies and interim executives to small cap public companies in early stage environments. Daryl currently serves as an officer or director of two Denver based companies who specialize in subscription based direct marketing via internet companies. These are Varacity (www.veracitycredit.com) and ID Watchdog (www.idwatchdog.com) .

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