



August 19, 2009

LifeVantage Enters International Market with Pre-Launch in Mexico, One of the Top Network Marketing Countries in the World

[LifeVantage Corporation \(OTCBB: LFVN\)](#), a science-based, natural products company dedicated to helping people reach their health and wellness goals through science-based solutions for oxidative stress and the maker of Protandim® and TrueScience™ Anti-Aging Cream, announced today that independent distributor applications and orders are being accepted in Mexico in anticipation of a launch late this summer.

"Mexico ranks among the top five countries in terms of network marketing, according to the Direct Sellers Association (DSA). Mexico City is the second wealthiest city in the world, and the entrepreneurial spirit is thriving. Within the last 30 days, LifeVantage began accepting Independent Distributor applications and product orders from hundreds of new distributors in our Mexican market in anticipation of our late summer launch," said Ryan Thompson, LifeVantage Vice President of Sales, who is overseeing the company's entry into Mexico.

David W. Brown, LifeVantage President and CEO commented, "There are several reasons we are expanding into Mexico. Network marketing companies traditionally have achieved outstanding results in Mexico and that, coupled with the fact that LifeVantage has strong distributor relationships in the country, were key factors in the expansion decision. Nutrition and wellness product sales are booming in Mexico and we believe that Protandim and TrueScience are ideal for this market, especially with the research and science that supports our products."

Francisco Varela, National Sales Director of Mexico added, "People here in Mexico have been waiting excitedly for the opportunity to officially sign up as distributors and begin receiving the benefits of LifeVantage products. They view this as an outstanding business opportunity and look forward to continuing the great momentum that has begun here in Mexico." LifeVantage headquarters in Mexico are located at Regus Torre del Angel, Paseo de la Reforma 350 Piso: 10, Of: 10064, Col. Juarez Mexico, D.F.C.P.

"Just as LifeVantage offers products to improve both outward appearance and that unlock the master blueprint of cells for greater health, so does it provide a blueprint for prosperity that can set the people of Mexico and their loved ones free financially," said Thompson. "Our opportunity program and our compensation plan have been authored by the leading minds in the industry. We are excited to offer such an exciting opportunity to the people of Mexico."

For more information regarding the development of LifeVantage's Mexican market go to www.lifevantage.com.mx or contact the LifeVantage Mexico office at 011-5255-9171-2029.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB: LFVN), science-based, natural products company dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in San Diego, Calif., LifeVantage develops nutraceutical products, including Protandim®, that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit www.LifeVantage.com.

About Protandim®

Protandim® is a clinically proven supplement that provides substantial benefits to help with the challenges of healthy aging. This patented antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Protandim® works by increasing the body's natural antioxidant protection at the cellular level, triggering (inducing) cells to produce naturally occurring protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase.

A peer-reviewed human clinical study showed that after Protandim® was taken for 30 consecutive days, the accumulation of lipid peroxidation products (a biochemical marker of aging) was decreased by an average of 40%. The study also reported that this important marker of aging was decreased after taking Protandim® to the level of a typical 20-year-old. Protandim® is currently the subject of approximately 20 scientific studies at leading universities and research facilities. The nature and

stages of the studies vary, as some of the testing is at a preliminary stage, while other studies using Protandim® are currently in progress. For more information about Protandim®, visit www.LifeVantage.com.

About LifeVantage TrueScience™ Anti-Aging Cream

LifeVantage TrueScience™ is scientifically-based and contains cutting-edge ingredients, including those found in Protandim®. *LifeVantage TrueScience™* Anti-Aging Cream gives skin a beautiful, even and smooth tone, diminishes the appearance of fine lines and wrinkles, and provides a vibrant and glowing appearance. *LifeVantage TrueScience™* also improves skin smoothness and pigmentation, while increasing skin moisture. For more information about *LifeVantage TrueScience™*, visit www.LifeVantage.com.

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" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. 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, the potential failure or unintended negative consequences of the implementation of our network marketing sales channel; our ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving our network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect our business; future laws or regulations may hinder or prohibit the production or sale of our existing product and any future products; unfavorable publicity could materially hurt our business; and the Company's ability to protect our intellectual property rights and the value of our product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-KSB and 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.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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