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LifeVantage Spokesperson, Donny Osmond, Appears on Dr. Phil

Protandim Ranks First Among U.S. Google Searches

SALT LAKE CITY, Feb. 9, 2012 (GLOBE NEWSWIRE) -- LifeVantage Corporation (OTCBB:LFVN), maker of Protandim®, the Nrf2 Synergizer™ patented Dietary Supplement, announced today that its spokesperson, Donny Osmond, appeared on the Dr. Phil show February 8 and shared one of his "secrets" to his youthful appearance and vitality—Protandim. On the heels of Donny's appearance, Protandim ranked first among Google searches in the United States February 8, and remains in the top among Google searches in the United States February 9. In addition to its Google trend ranking, LifeVantage.com visits were up nearly 300% and Protandim.com visits were up over 800% during the same time period.

Donny Osmond, the 2009 "Dancing with the Stars" champion, said he had discovered what he called his own "fountain of youth"—Protandim—during his appearance on the Dr. Phil show. Donny added that he has taken Protandim for two years at his doctor's recommendation and has experienced many health benefits and anti-aging results.

"This continues to be an exciting time for Protandim and LifeVantage," said LifeVantage President and CEO, Douglas C. Robinson. "There is an ever increasing number of Nrf2 studies in many of the most respected universities and institutions around the world. It is also gratifying to know that Protandim is of such interest that people have been typing 'Protandim' in Google searches more than any other word recently."

About Protandim, the Nrf2 Synergizer

Protandim® is a clinically demonstrated supplement that provides substantial benefits for healthy aging. Nrf2 is a protein messenger contained in every cell of the body. When activated, Nrf2 enters the cell nucleus and turns on hundreds of survival genes, defensive, stress responsive, cytoprotective genes that enable cells to survive in the face of several different kinds of stress, particularly oxidative stress. This patented Nrf2-activating therapy works in a very different way than conventional antioxidant supplements. Unlike vitamin or carotenoid-containing products that have proven to be largely ineffective in reducing oxidative stress caused by free radicals, Protandim is an indirect antioxidant therapy, which stimulates the body's production of its own powerful antioxidant enzymes and other stress-related gene products. Protandim works at the cellular level, triggering cells to naturally increase production of protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase, while decreasing production of pro-inflammatory signals. A peer-reviewed human clinical study showed that after Protandim was taken for 30 consecutive days, important biochemical markers of aging were decreased by an average of 40%. The study also reported that these markers of aging were reduced in the subjects taking Protandim to the level of a typical 20 year old. Protandim is currently the subject of several scientific studies at universities and research facilities. The nature and stages of the studies vary. Under the Dietary Supplement Health and Education Act, Protandim is considered a "dietary supplement". Protandim is not intended for the prevention, diagnosis, treatment, mitigation or cure of any disease. For more information about Protandim, visit www.LifeVantage.com.

About LifeVantage Corporation

LifeVantage (OTCBB:LFVN), maker of Protandim®, the Nrf2 Synergizer™ patented dietary supplement, is a science based nutraceutical company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with supplements that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 with corporate headquarters in Salt Lake City, UT and operations in San Diego, CA. For more information, visit www.LifeVantage.com.

The LifeVantage Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11617>

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 and satisfaction 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 the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-K and its 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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