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## LifeVantage Launches Vitality Stack Packets

SALT LAKE CITY, Jan. 23, 2018 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN) has introduced **Vitality Stack™** Packets, a companion product to the company's successful recent launch of Vitality Stack™.

Vice President of Branding, Jina Anson, announced that Vitality Stack Packets bring convenience and portability to our nutritional supplements scientifically engineered to help customers biohack the aging code.\*

"Our bodies are extremely complex, but previously we have only been offered a one-size-fits-all solution. Today customers want more personalized control over their health," said Anson. "LifeVantage is using nutrigenomics to help people take back control, and that's why we designed the Vitality Stack. It's a nutrigenomic starter kit that can help anyone build the foundation for a healthy life and start their biohacking journey.\* And now they can do it while they're on the go."

Vitality Stack Packets reinforce LifeVantage's position as a worldwide leader in nutrigenomic science to build customizable health and wellness products for its customers and distributors all over the world. Vitality Stack Packets feature the same four supplements offered in the company's Vitality Stack, but in portable, single-day serving sizes that are perfect for on-the-go customers.

"With LifeVantage Vitality Stack Packets, our customers can fight the biggest aging factors that take a toll on their bodies, no matter where they are," said LifeVantage President and CEO Darren Jensen. "You receive Protandim® Nrf2 Synergizer™ that's proven to fight oxidative stress, Protandim® NRF1 Synergizer™ to boost mitochondrial production, PhysIQ™ ProBio that supports a healthy microbiome, and Omega+ that provides the fatty acids you need to support brain health. These packets are pocket-sized health that deliver a big punch."\*

Vitality Stack Packets will be available to order online in the US on January 20<sup>th</sup>, 2018.

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

### About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN) is a pioneer in Nutrigenomics - a new science dedicated to cracking the human aging code. The company is engaged in the identification, research, development and distribution of advanced nutraceutical dietary supplements and skin care products, including Protandim®, a scientifically-validated dietary supplement; TrueScience®, a line of Nrf2 infused skin care products; Petandim™ for Dogs, a companion pet supplement formulated to combat oxidative stress in dogs; Axio® Smart Energy Drink mixes; PhysIQ™, a Smart Weight Management System; and Omega+, a 3-in-1 fish oil supplement. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah. For more information, visit [www.lifevantage.com](http://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", "look forward to", "goal", "may be", 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 anticipated cash flow from operations and our expectation that we will repurchase shares. 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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