



November 16, 2015

LifeVantage Introduces Ryan Goodwin as Chief Marketing Officer

SALT LAKE CITY, Nov. 16, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), announced that Ryan Goodwin has been appointed Chief Marketing Officer for the company. The appointment of Mr. Goodwin completes the executive leadership team being assembled by LifeVantage President and Chief Executive Officer, Darren Jensen.

"When it comes to CMO's there are those who are managers, and there are those who are thought leaders and are truly revolutionary in the way that they think," said Jensen. "Ryan is one who sees things in a different way from how others see things. During the past 10-years in the Direct Selling industry, only a handful of companies have been outstanding with their overall marketing executions, and Ryan was the creative genius making that happen for many of those companies. His experience within the Direct Selling industry, coupled with his agency background, brings the perfect combination necessary for the type of CMO that we need to take LifeVantage to the next level."

Mr. Goodwin brings more than a decade of experience building brands and marketing strategies for both direct sales companies and traditional consumer brands alike. Ryan co-founded Struck, a full service creative agency with offices in Salt Lake City, Los Angeles and Portland, Oregon, whose client portfolio included Phillips Norelco, Volkswagen, Nintendo, Hasbro, Jack in the Box, Gatorade, and a host of others—with Ryan in charge of the entire creative product as the Executive Creative Director. The direct sales brands that he was responsible for creating and managing during his tenure at Struck have accounted for billions of dollars in sales cumulatively. His agency was named Small Agency of the Year by AdAge in 2011, has been awarded a Gold Lion in Cannes, Gold Pencils from the One Show, the FWA Site of the Year, and recognized for its creative accomplishments by Communication Arts, the AIGA, and many other highly respected advertising and creative associations.

"After careful scrutiny of the LifeVantage community, it is clear to me that there is something truly unique here," said Goodwin. "I believe that my skill set perfectly complements the future direction of LifeVantage and our products. Darren brought me here to implement new ideas - things that have never been done in this industry. Consider the ruckus started."

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 System, 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", "goal", "perfect combination", 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 financial performance. 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.

Investor Relations Contacts:

Cindy England (801) 432-9036

Director of Investor Relations

-Or-

John Mills (646) 277-1254

Partner, ICR INC

Company Relations Contact:

John Genna (801) 432-9172

Vice President of Communications &

Corporate Partnerships

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