



LifeVantage Corporation to present Protandim® in 9 local TV markets

GREENWOOD VILLAGE, Colorado – LifeVantage Corporation (OTCBB: LFDN), formerly Lifeline Therapeutics, Inc., maker of Protandim®, today announced that Protandim® has been featured and is scheduled to be featured on local TV programs in 9 cities between October 24, 2007 and December 14, 2007, including programs in Denver, Tampa, Cleveland, Atlanta, Phoenix, Sacramento, Minneapolis, Tulsa and Little Rock.

Gene Copeland, LifeVantage's interim COO stated, "With the presentation of Protandim® in these markets, our strategy of penetrating the direct response TV channel is well underway. The early results indicate this is an effective new customer acquisition vehicle as we continue to develop additional direct response TV programs."

Anthony Del Vicario, LifeVantage's VP of Sales and Marketing added, "Protandim® has been well received in diverse markets such as Denver, Tampa, Cleveland and Atlanta to date. Customers in these markets have responded with enthusiasm towards Protandim®'s unique approach to providing antioxidant therapy as well as the results from the peer reviewed published clinical study. The Protandim® message is clearly resonating with health conscious individuals who are interested in, and serious about, healthy aging."

About the TV Programs

Protandim® has been featured on the following local TV programs: *Colorado & Company* KUSA Denver, CO; *Studio 10* WTSP Tampa, FL; *Good Company* WKYC Cleveland OH; and *Atlanta & Company* WXIA Atlanta, GA. Currently scheduled and planned programs include: *Midday Arizona* KPNX Phoenix, AZ; *Sacramento & Company* KXTV Sacramento, CA; *Showcase Minnesota* KARE Minneapolis, MN; *Positively Arkansas* KTHV Little Rock, AR; and *Good Day Tulsa* KTUL Tulsa, OK.

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.

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