



July 14, 2016

LifeVantage Launches New Business-Building App

The Company Releases State-of-the-Art Distributor Training App LV Move

SALT LAKE CITY, July 14, 2016 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN) announced the launch of LV Move, an app designed to engage new distributors upon enrollment and mentor existing Distributors to help them launch their respective businesses.

By providing hands-on visual learning and formal scripts, the LV Move platform immediately guides Distributors through the business processes of prospecting, receiving customer orders, and enrolling their own customers and Distributors into their organizations. The platform takes large amounts of information that is often complex and takes it through a process of breaking it down, extracting the essential pieces, and delivering it using psychology and technology.

"We have identified the need to engage and develop newly enrolled Distributors to provide them with detailed training about the LifeVantage way of building their businesses," said LifeVantage President and Chief Executive Officer Darren Jensen. "LV Move is a state of the art onboarding program that functions independently and remotely, and provides the fundamental training required for people to be successful Distributors with LifeVantage."

The app is available for both iPhone and Android, and can be downloaded directly from the Apple App Store or Google Play. All of the LifeVantage business-building apps can be viewed at <http://www.lifevantage.com/apps/>.

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 the Protandim[®] line of scientifically validated dietary supplement, the TrueScience[®] Anti-Aging Skin Care Regimen, Canine Health[®], the AXIO[®] energy product line and the PhysIQ[™] smart weight management system. 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" 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 new technology, including mobile apps, future growth and distributor success. 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-

Scott VanWinkle (617) 956-6736

Managing Director, ICR

Company Relations Contact:

John Genna (801) 432-9172

Vice President of Communications &

Corporate Partnerships

 [Primary Logo](#)

Source: LifeVantage Corporation

News Provided by Acquire Media