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LifeVantage Enhances Executive Leadership Team in Japan

Appoints Eiichi Shiokawa as General Manager of its Japan Office

SALT LAKE CITY, Sept. 15, 2016 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN) announced the expansion of its leadership team in Japan. Eiichi Shiokawa has been appointed General Manager of the company's office in Japan.

Mr. Shiokawa brings more than 26 years of multifunctional business experience having served in distributor support, operations, and senior sales leadership roles, all based in Japan. Mr. Shiokawa has spent the past 15 years in executive management and people leadership roles at XANGO Japan and Nu Skin Enterprises Japan.

"I am very excited to join the executive leadership team at LifeVantage," said Eiichi Shiokawa. "I see great potential for LifeVantage in Japan thanks to its world-class product offering and business opportunity, and driven in-country field leadership. I look forward to partnering with our executive leaders within our corporate headquarters and our Japanese field leaders to align our efforts and create opportunities for growth in Japan."

"Japan is an integral market for our business and our overall growth strategy, so it is important for us to have someone who truly understands the market as well as the Japanese culture," said LifeVantage President and Chief Executive Officer Darren Jensen. "Eiichi Shiokawa is a seasoned, Japanese-born network marketing leader who truly understands the Japanese culture and has demonstrated expertise at partnering with in-country field leadership to develop and execute successful sales strategies."

Mr. Jensen continued, "It is an advantageous time to enhance our Japan leadership. Japan is our largest international market and has a strong infrastructure in place to support our future growth initiatives. Additionally, our recently announced review of policies and procedures related to sales does not relate to any of our operations in Japan."

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[®] Nrf2 and Nrf1 Synergizers, our line of scientifically-validated dietary supplements, 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.

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" 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 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.

Company Relations Contact:

John Genna (801) 432-9172

Vice President of Communications

& Corporate Partnerships

Investor Relations Contact:

Cindy England

Director of Investor Relations

(801) 432-9036

investor@lifevantage.com

-or-

Scott Van Winkle

Managing Director, ICR

(617) 956-6736

scott.vanwinkle@icrinc.com

 Primary Logo

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