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LifeVantage Impresses Event Attendees with Major International Announcements & New Luxury Skin Care Product

Event Featured Dr. John C. Maxwell, Official 2017 Global Expansion Details & Launch of TrueScience® Hand Cream

SALT LAKE CITY, July 12, 2017 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), recently hosted an exclusive event for thousands of distributors, business leaders and entrepreneurs in Denver, Colorado. The 3-day Elite Academy featured significant corporate announcements, professional development training from more than 25 business experts and was headlined by New York Times best-selling author, Dr. John C. Maxwell. Dr. Maxwell has partnered with the Company to create a custom leadership course based on his book, *The 15 Invaluable Laws of Growth* to teach entrepreneurs the necessary skills to succeed in today's world. Dr. Maxwell's next LifeVantage seminar will take place during the company's Elite Academy in Orlando, FL in November 2017.

"Elite Academy is one of my favorite events and Denver exceeded all expectations," said LifeVantage President and Chief Executive Officer, Darren Jensen. "In addition to delivering valuable professional and personal development training, EA is an immensely powerful vehicle for helping the company succeed in our mission of biohacking the aging code and to activate the lives of millions of people."

The Company officially announced plans for expansion into Germany and has planned a pre-launch date for Germany of September 1, 2017. The pre-launch will give customers a chance to purchase products or sign-up as a distributor prior to the official launch on January 20, 2018. "Germany is one of the top five direct selling markets in the world," said Senior VP of International, Courtland Pearson. "It will be a very important and strategic market for us with respect to the success of our global expansion efforts."

The Company also introduced its flagship product, Protandim® Nrf2 Synergizer to the Mexico market this week. "The successful registration of Protandim® Nrf2 in Mexico is very exciting and we expect a strong response now that it's officially available," continued Mr. Jensen.

LifeVantage unveiled its new luxury skincare product, TrueScience® Hand Cream. Featuring premium naturally-derived ingredients and Nrf2 synergizers, the event quickly sold out its available supply. Updates on TrueScience® and product availability can be found on the Company's website, www.lifevantage.com/truescience.

About LifeVantage Corporation

LifeVantage Corporation is a science-based health, wellness and anti-aging company dedicated to helping people transform themselves internally and externally at a cellular level. Their scientifically-validated product line includes Protandim® Nrf2 and NRF1 Synergizers, TrueScience® Anti-Aging Skin Care Regimen, Petandim®, AXIO® Smart Energy and the PhysIQ™ Smart Weight Management System. LifeVantage (Nasdaq:LFVN) was founded in 2003 and is headquartered in Salt Lake City, Utah. For more information, visit 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, distributor success and shareholder value. 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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