



October 13, 2017

## **LifeVantage Holds Annual European Leadership Academy in the Netherlands**

### **As the company continues its global expansion, Europe takes center stage**

SALT LAKE CITY, Oct. 13, 2017 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN) held its annual European Leadership Academy at the Claus Event Center on October 8, 2017. Many leaders from Great Britain, the Netherlands and Germany attended the two-day event, which focused on Europe's expanding role in the company's future outlook.

"Our leadership is our lifeblood," said LifeVantage President and CEO, Darren Jensen. "This event gave us a chance to get together and talk about where we're headed as a company, and the role that our European market will play as we move forward."

According to Senior Vice President of International, Courtland Pearson, the goal of the Academy was to give the company's leadership insights into LifeVantage's new mission and vision with a particular focus on the European market's ability to play a pivotal role in both.

"Great things are happening in our European market," said Dr. Peter Verdegem, Vice President International, European Markets. "Our leaders there have embraced our mission and vision, and it's really showing."

In addition to Pearson's remarks, participants also heard from Executive Masters Marc Shinsato and Carrie Dickie as well as several members of LifeVantage's leadership team, including CEO Darren Jensen and CMO Ryan Goodwin.

Goodwin, who outlined LifeVantage's new technology initiative, emphasized an increased need to innovate.

"We're finding new ways to make our products more accessible while making business management simpler for our thousands of distributors across the world," said Goodwin. "The faster our European distributors can embrace the new technology we're introducing, the more progress we'll be able to make as a company."

### **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 lines include 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](http://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.

### **Investor Relations Contact:**

Scott Van Winkle  
Managing Director, ICR  
(617) 956-6736  
[scott.vanwinkle@icrinc.com](mailto:scott.vanwinkle@icrinc.com)

 Primary Logo

Source: LifeVantage Corporation

News Provided by Acquire Media