



November 7, 2016

LifeVantage Expands into Province of Quebec in Canada

Company completes its presence within the Canadian marketplace

SALT LAKE CITY, Nov. 07, 2016 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has announced its continued expansion into Canada, and officially began sales activities in the province of Quebec on November 5, 2016.

According to the World Federation of Direct Selling Associations (WFDSA), the Direct Selling industry in Canada represents nearly 800,000 independent sales contractors whose sales were more than \$2 billion CAD in 2015.

"Canada is currently our fourth largest market from a revenue perspective," said LifeVantage President and Chief Executive Officer, Darren Jensen. "Quebec is the second-most populous province in Canada with more than 8.2 million people residing in its 17 regions, so our ability to expand into this region is critical for our continued success within the country."

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.

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", "goal", "ideal fit", 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 expansion in the global market, future growth and financial performance. 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.

Media Relations Contact:

John Genna

Vice President of Communications

& Corporate Partnerships

(801) 432-9172

jgenna@lifevantage.com

Investor Relations Contact:

Cindy England

Director of Investor Relations

(801) 432-9036

investor@lifevantage.com

-or-

Scott Van Winkle

Managing Director, ICR INC

(617) 956-6736

scott.vanwinkle@icrinc.com

 Primary Logo

Source: LifeVantage Corporation

News Provided by Acquire Media