



NEW PEER-REVIEWED STUDY CONCLUDES THAT PROTANDIM® IMPROVES MARKERS OF OXIDATIVE STRESS AND FIBROSIS IN MUSCULAR DYSTROPHY MICE

Protective antioxidant enzyme PON1 increased 35% in supplemented animals

San Diego, CA, June 21, 2010, [LifeVantage Corporation \(OTCBB: LFVN\)](#), the maker of Protandim®, a patented, science-based solution to oxidative stress, announced today that a peer-reviewed manuscript was published in the *Journal of Dietary Supplements* examining the beneficial effects of Protandim® on a mouse model of Duchenne Muscular Dystrophy (DMD), an X-linked inherited disease affecting one in 3,500 males. Symptoms usually appear before age 5, and progressive muscle weakness usually requires wheelchair use by age 12. The disease is usually fatal by the early twenties due to fibrosis-induced failure of the heart and diaphragm. Protandim® is a patented dietary supplement comprised of five highly synergistic herbal ingredients that activate the transcription factor Nrf2, a signal to the cell's DNA to regulate a network of protective genes.

Dr. Brian Tseng and his colleagues at Massachusetts General Hospital, Harvard Medical School, and the University of Colorado Denver, demonstrated the ability of Protandim® to suppress levels of both oxidative stress and fibrosis, which can lead to heart failure and other symptoms exhibited in DMD, while increasing the activity of a protective antioxidant enzyme called paraoxonase-1 (PON1) in the *mdx* mouse model of DMD.

The study, titled *The Dietary Supplement Protandim® Decreases Plasma Osteopontin and Improves Markers of Oxidative Stress in Muscular Dystrophy Mdx Mice* by M.M. Qureshi, W.C. McClure, N.L. Arevalo, R.E. Rabon, B. Mohr, S.K. Bose, J.M. McCord, and B.S. Tseng, documents a 48% decrease in plasma TBARS, a marker of lipid peroxidation and oxidative stress, a 57% decrease in plasma osteopontin, a fibrosis-promoting factor linked to heart failure, and a 35% increase in beneficial, protective plasma PON1 activity in those mice given Protandim® compared to those without Protandim®. PON1 is an enzyme thought to protect against atherosclerosis by preventing the oxidation of low-density lipoprotein (LDL) cholesterol. The authors acknowledged several limitations of the study and its findings, including its preliminary nature and the relatively short six-month duration of the study.

Protandim®, a patented product developed by LifeVantage, has been shown in other studies, including an earlier human trial, to increase antioxidant enzyme production and to eliminate the age-dependent increase in the most widely used marker of oxidative stress. This new study demonstrates Protandim's® ability to decrease the body's production of harmful gene products such as osteopontin. This is in addition to its proven ability to increase production of the body's Nrf2-regulated protective genes, sometimes referred to as "survival genes." Thus, Protandim®, could provide benefits to the body that would extend beyond its proven ability to decrease oxidative stress by triggering the body to increase antioxidant protection.

"This study was independently funded by several groups including Parent Project Muscular Dystrophy (PPMD) and independently conducted by Dr. Tseng because of the DMD community's interest in exploring the unique properties of Protandim®," stated David Brown, LifeVantage President and CEO. "This interest arose initially from positive anecdotal reports communicated by parents of boys with DMD who were taking Protandim®. Scientists have long known of the involvement of oxidative stress in disease processes, and this study is a significant example of how oxidative stress plays a role in this devastating genetic disease."

The study is available online at www.informahealthcare.com and in print form in the *Journal of Dietary Supplements*, vol 7(2), pp. 159-178 (2010).

About Protandim®

Protandim® is a clinically proven supplement that provides substantial benefits for healthy aging. This patented indirect antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Unlike those types of products that have proven to be largely ineffective in reducing



oxidative stress caused by free radicals, Protandim® is an indirect antioxidant therapy, which stimulates the body's production of its own powerful antioxidant enzymes. Protandim® works at the cellular level, triggering cells to naturally increase production of protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase.

A peer-reviewed human clinical study showed that after Protandim® was taken for 30 consecutive days, important biochemical markers of aging were decreased by an average of 40%. The study also reported that these markers of aging were reduced in the subjects taking Protandim® to the level of a typical 20 year old. Protandim® is currently the subject of approximately 20 scientific studies at universities and research facilities. The nature and stages of the studies vary.

Under the Dietary Supplement Health and Education Act, Protandim® is considered a "dietary supplement". Protandim® is not intended for the prevention, diagnosis, treatment, mitigation or cure of any disease, including pulmonary hypertension or heart disease. For more information about Protandim®, visit www.LifeVantage.com.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB: LFDV), science-based, nutraceutical company dedicated to helping people reach their health and wellness goals. Founded in 2003 and based in San Diego, CA, LifeVantage develops products, including Protandim®, that are intended to deliver significant health benefits to consumers. 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" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. 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, the potential failure or unintended negative consequences of the implementation of the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-K and its 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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