



NEWS RELEASE

## Medifast Adds New Snacks to Product Line

2014-07-22

OWINGS MILLS, Md., July 22, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled weight-loss products and programs, is excited to announce four new snacks to complement its line of weight management products. The new additions feature two chips and two popcorn choices: Sea Salt & Olive Oil Veggie Chips, Spicy Black Bean Veggie Chips, Sea Salt Popcorn and Cheddar & Sour Cream Popcorn.

The new Medifast Snacks can be enjoyed as an optional snack on the 5 & 1 Plan® or just as nutritious options for an overall healthy lifestyle. Each snack is gluten free, has just six grams of carbs, and one gram of fiber. The snacks have no artificial colors, flavors, or sweeteners. The chips are 50 calories with 3 grams of fat while the popcorn options are 70 calories with 4.5 grams of fat.

"By expanding our line of Medifast Snacks, we are continuing to provide both current and future customers with healthy, on-the-go snacking options across many product categories," said Michael C. MacDonald, Chairman and Chief Executive Officer of Medifast. "The snacks are the ideal choice for those looking for healthy, delicious solutions to snacking smart."

The new products are now available for purchase at [medifastnow.com](http://medifastnow.com), through a free **Take Shape For Life** Health Coach, or at a **Medifast Weight Control Center**. Each box, which contains seven snacks, retails for \$7.95. To learn more about Medifast and the new Snack products, please visit [www.medifastnow.com](http://www.medifastnow.com).

### About Medifast:

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven, portion-controlled weight-loss program. The

company sells its products and programs via four unique distribution channels: 1) the web and national call centers, 2) the Take Shape For Life personal coaching division, 3) Medifast Weight Control Centers, and 4) a national network of physicians. Medifast was founded in 1980 and is located in Owings Mills, Maryland. For more information, log onto [www.MedifastNow.com](http://www.MedifastNow.com).

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