



NEWS RELEASE

Medifast Adds to Smart Snacking Product Line with the Launch of Two New Cracker Options

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OWINGS MILLS, Md., Sept. 2, 2015 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, is excited to announce the launch of two great-tasting snacking solutions. The new Rosemary Sea Salt and Multigrain flavored crackers will complement Medifast's existing line of healthy products.

The crackers are packed with nutritious, premium ingredients such as organic wheat, barley, rye, and oats, and are naturally flavored with no artificial colors, sweeteners or preservatives. At only 40 calories per serving, Medifast brings consumers a satisfying, guilt-free snack that delivers a hearty crunch and bright flavor.

"By expanding our line of Medifast snacks with new premium choices, we continue to provide customers with healthy solutions for snacking smart," said Michael C. MacDonald, Chairman and Chief Executive Officer of Medifast. "Medifast has always provided convenient options for weight loss and weight management and the new

crackers are an ideal choice for those looking for wholesome on-the-go options."

The new Medifast Crackers can be enjoyed as an optional snack on the 5 & 1 Plan[®], 4 & 2 & 1 Plan[®], 5 & 2 & 2 Plan[®], any phase of the Medifast program or just as a nutritious option for anyone looking to live an overall healthy lifestyle. With only 1 gram of fat, 2 grams of fiber, and 7 grams of carbohydrates, these portion-controlled snacks allow consumers to stay true to their nutrition plans while satisfying their daily cravings.

The new crackers are now available for purchase at medifastnow.com, through their Take Shape For Life Health Coach at tsfl.com, at a **Medifast Weight Control Center**, or through Medifast Medical Providers. Each box, which contains seven bags, retails for \$7.95.

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About Medifast:

Medifast, Inc. (NYSE: MED) is a leading United States manufacturer and provider of clinically proven and easy-to-use weight-loss and weight-maintenance products and programs. 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.

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