



NEWS RELEASE

# Medifast Appoints President, Take Shape For Life

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OWINGS MILLS, Md., November 13, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, weight-loss products and programs, announces today the appointment of Mona Ameli as President of Take Shape For Life, the company's Direct Selling Division.

"From building multinational consumer packaged goods' brands, to developing new products and expanding business units internationally, Mona Ameli brings a diverse corporate background with a distinguished portfolio in the direct selling arena," said Meg Sheetz, CEO of Take Shape For Life and President and COO of Medifast.

Ameli brings more than 20 years of expertise in consumer products and the direct selling industry, both in the U.S. and global markets. Her experience includes roles at Shaklee Corporation, Natural Alternatives International and Herbalife International. Most recently, Ameli served as General Manager of Peru based Belcorp, the world's 9th largest direct selling company, where she led the U.S. beauty and lifestyle products business. Ameli serves on the

Direct Selling Association Diversity Council and was honored in 2012 as one of the most influential women in the direct selling industry by Direct Selling News. She earned her Diploma of Economics and Master of Business Management from the University of Paris – Dauphine.

"We are excited to welcome Mona Ameli to our executive team," said Michael MacDonald, Medifast's Chairman and CEO. "Mona's proven track record in the direct selling industry, extensive background in international markets, and passion for our business makes her a valued addition to Take Shape For Life."

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### 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).

### About Take Shape For Life:

Take Shape for Life is the direct selling division of Medifast. Through Take Shape For Life, Clients can get a free personal Health Coach and mentor to guide them throughout the processes of weight loss, weight management, and the cultivation of lasting, healthy habits as defined by co-founder Dr. Wayne S. Andersen and the Habits of Health System. To learn more, log onto [www.TSFL.com](http://www.TSFL.com).

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