



NEWS RELEASE

Medifast Direct® Launches 7-Day Summer Shake Up™ Kit

2016-05-17

OWINGS MILLS, Md., May 17, 2016 /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 that its Medifast Direct division has launched the Summer Shake Up™ Kit and promotion. The 7-day kit is designed to inspire customers to get started on the path to a healthy summer.

The Summer Shake Up™ Kit serves as an introduction to Medifast and includes customer favorites such as French Vanilla, Dutch Chocolate and Strawberry Shakes, Peanut Butter Crunch Bars, Honey Mustard Pretzel Sticks and Flavors of Home® meals including Turkey Meatball Marinara, Chicken with Rice & Vegetables and Chicken Cacciatore. As an added bonus, customers also receive a complementary Medifast Blender Bottle®.

This promotional offering for Medifast Direct will be featured in a new marketing campaign fueled by digital media, social media and brand ambassadors along with a dedicated landing page, www.SummerShakeUp.com. In



addition to the new landing page, new marketing materials have been developed as support tools for customers starting with the Summer Shake Up™ kit.

"With the creation of the Summer Shake Up™ Kit for Medifast Direct, we're offering customers 7 days of convenient Medifast products that will help get them on the path to a healthier summer," said Michael C. MacDonald, Chairman and CEO of Medifast. "The 7-day kit is another example of our ongoing commitment to create weight management options for everyone."

In conjunction with the release of the Summer Shake Up™ Kit, Medifast has engaged several well-known social media influencers to help share information about the new promotional offering. Medifast's Summer Shake Up™ Kit is now available for purchase for \$99.00 at www.SummerShakeUp.com until Sunday, July 31st, 2016.

MED-G

About Medifast®:

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven provider of weight-loss and healthy living products and programs. Medifast aims to help customers lead a healthier lifestyle through a holistic approach to weight-loss and weight management, nutrition education and fitness. Medifast's proven results are based on the use of structured meal plans featuring Medifast Meals, which are nutritionally designed to assist customers with successful weight-loss and weight management. The company sells its products and programs via four unique distribution channels: 1) Medifast Direct®, a web-based and national call center division, 2) the Take Shape For Life® personal coaching division, 3) **Medifast** Weight Control Centers®, and 4) a national network of physicians. The company also offers sports nutrition products, under the brand name Dual Fuel™, that are formulated to provide athletes and active individuals with the right balance of carbohydrates and high quality protein for top performance. **Medifast** was founded in 1980 and is located in Owings Mills, Maryland. For more information, log onto www.MedifastNow.com.

Logo - <http://photos.prnewswire.com/prnh/20120613/NE24271LOGO-b>

SOURCE Medifast, Inc.