



NEWS RELEASE

# Medifast® Expands Global Reach, Opens OPTAVIA® Singapore

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BALTIMORE, Dec. 10, 2019 /PRNewswire/ -- **Medifast** (NYSE: MED), the company behind one of the fastest-growing health and wellness communities, **OPTAVIA®**, which offers Lifelong Transformation, One Healthy Habit at a Time®, announced its official opening in Singapore. To celebrate, the company hosted several events starting on December 6, including a ribbon-cutting ceremony and a public event at the Kallang Wave Mall. This formal launch is the latest announcement demonstrating Medifast's careful expansion of the **OPTAVIA** movement globally, and its impact on promoting health and wellness worldwide.

"Expanding the **OPTAVIA** movement to Singapore enables us to bring our revolutionary approach to health and wellness to those in the Asia-Pacific region," said Medifast Chief Executive Officer, Dan Chard. "This is our first step in inspiring more people, globally, to develop lifelong healthy habits."

New York Times bestselling author, **OPTAVIA** Co-founder and Independent **OPTAVIA** Coach, Dr. Wayne Scott Andersen, was the keynote speaker at the opening event. The event also featured remarks from Medifast's leadership team including Clovis Lau, Vice President Business Development, Asia-Pacific; Nicholas Johnson, President, **OPTAVIA** USA & Executive Vice President, Coach Success; and Cherlynn Lim, Vice President of Business Development, Singapore, along with Independent **OPTAVIA** Coaches from Singapore and the United States who shared their transformation stories.

The following day, the local community was invited to join the company at Kallang Wave Mall Atrium, where **OPTAVIA** was officially introduced to the public. Attendees participated in interactive activities, including Client and

Coach testimonials, a book signing by Dr. Andersen, healthy meal preparation demonstrations and more.

"OPTAVIA has encouraged so many people in the United States to live a healthier lifestyle," said Lau. "We're excited to expand our mission and share OPTAVIA's approach to lifelong transformation with the people of Singapore."

For more information visit [www.MedifastInc.com](http://www.MedifastInc.com) or [www.OPTAVIA.com](http://www.OPTAVIA.com).

### About Medifast:

Medifast (NYSE: MED) is the company behind one of the fastest-growing health and wellness communities, OPTAVIA®, which offers Lifelong Transformation, One Healthy Habit at a Time®. Based on nearly 40 years of experience, Medifast has redefined direct selling by combining the best aspects of the model. Its community of thousands of independent OPTAVIA Coaches teach Clients to develop holistic healthy habits through products and clinically proven plans, the Habits of Health® Transformational System and comprehensive support from a community of like-minded people. In 2019, Medifast expanded the OPTAVIA movement globally, beginning with the Asia-Pacific region. Medifast is traded on the New York Stock Exchange and was named to **Fortune's 100 Fastest-Growing Companies list in 2019** and **Forbes' 100 Most Trustworthy Companies in America list in 2016 and 2017**. For more information, visit [www.MedifastInc.com](http://www.MedifastInc.com) or [www.OPTAVIA.com](http://www.OPTAVIA.com).

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