



NEWS RELEASE

Medifast® Expands Smart-Snacking Product Line with Three New Crisps

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OWINGS MILLS, Md., Nov. 17, 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 three new tasty, mouth-watering Crisps to complement their line of healthy snacks. Medifast elected to introduce the popular pea protein because it is low in carbohydrates and fat, and is gluten-free, soy-free and dairy-free.

Pea protein is a high-quality, vegetarian protein, and is also high in iron content. Its heightened nutritional qualities make it a perfect addition to Medifast's protein product offering.

"The use of pea protein is an emerging trend in the plant-based foods market. By incorporating this ingredient as a keystone of our snacking line, Medifast continues to offer inventive snacks to meet consumers' dietary needs," said Michael C. MacDonald, Chairman and Chief Executive Officer of Medifast. "We have always been committed to



providing our customers with new on-the-go solutions to fit their ever-changing needs."

The new Crisps will be available in three delicious flavors: Apple Cinnamon, Barbecue and Parmesan & Olive Oil. At just 60-70 calories per serving and made with no artificial flavors, colors or sweeteners, the new Crisps satisfy the need for a crave-able crunch while delivering the right balance of iron and protein. They can be enjoyed as an Optional Snack on the Optimal Weight 5 & 1 Plan™, a Healthy Snack on the Medifast Achieve™ Plan and the 5 & 2 & 2 Plan®, or as a nutritious option for anyone looking to live an overall healthy lifestyle.

"Pea Protein is one of the fastest-growing plant-based proteins. It's easily digestible and considered low allergen which benefits our customers as food allergies, intolerances and sensitivities continue to be a growing consideration," said Lisa Goldberg, Director of Product and Program Marketing and Innovation at Medifast. "We are committed to continually evolving our product lines with new ingredients and innovative recipes to meet our customer's needs and remain on trend."

The new crisps are now available for purchase at medifastnow.com, through a **Take Shape For Life®** Health Coach, at a **Medifast Weight Control Center®**, or through Medifast Medical Providers. Each box contains seven snacks and retails for \$7.95. To learn more about Medifast and the new Snack products, please visit www.medifastnow.com.

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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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