



NEWS RELEASE

Medifast Launches New Digital Dashboards to Help Customers Track Success

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OWINGS MILLS, Md., Oct. 28, 2014 /PRNewswire/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss products and programs, announced today the launch of customized digital dashboards, which allow Medifast customers to track nutrition, exercise, meals, weight, sleep, well-being and more, and enable Medifast to provide additional tools to help with long-term weight management and overall wellness.

Each dashboard was created with unique features for every Medifast sales channel. The MyWellness Dashboard and Community serves Medifast Direct customers; the MyPlan Tracker is an online dashboard customized for Medifast Weight Control Center members; and the Habits of Health Dashboard and Community was developed for Take Shape For Life Clients and Health Coaches, offering a Healthy Mind component, which tracks well-being and mindfulness. The Habits of Health Dashboard also features a unique Coach Console that allows Health Coaches to review client progress via their dashboards and work more intimately with clients to provide one-to-one feedback on their journey to Optimal Health.

"We've learned from our customers that a comprehensive approach to wellness, including the right tools and support, provides the best path to achieving long term health," said Mike MacDonald, Chairman and Chief Executive Officer of Medifast.

In order to provide its customers with additional value, Medifast also announced a partnership with Fitbit®, the market leader and pioneer in the connected health & fitness space. Fitbit designs products and experiences that



track everyday health and fitness, empowering and inspiring people to lead healthier, more active lives. Consumers with one of Fitbit's award-winning activity trackers can now have their activity data linked to their personal Medifast Dashboard. Fitbit Flex®, Fitbit Zip®, Fitbit One®, and Aria® will be available for purchase through the Medifast sales channels to complement Medifast's weight management and healthy living products, programs, tools and technologies.

"Studies show that people who use journaling and tracking systems have far greater success with healthy weight management than those who do not," said MacDonald. "Our digital dashboards make it easy for Medifast customers and Take Shape for Life Coaches and Clients to track their progress. The combination of our products and programs and wearable health management technology provides our customers with an even more comprehensive solution to wellness."

For more information about the three new Medifast dashboards and Fitbit products, visit:

My Wellness Dashboard at <http://dashboard.medifast1.com>

My Plan Tracker at <http://dashboard.medifastcenters.com>

Habits of Health Dashboard at <http://dashboard.tsfl.com>

Fitbit products at <http://www.fitbit.com>

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About Medifast:

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven, 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.

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

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