



NEWS RELEASE

Medifast Launches New Energy Drops & Flavor Infusers™

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OWINGS MILLS, Md., Dec. 9, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, weight-loss and healthy living products and programs, is proud to announce the launch of their newest Energy Drops and Flavor Infusers™.

Medifast's Flavor Infusers™ line will expand with five new products including Lemonade Energy Drops, Pineapple Mango Energy Drops, Wild Strawberry Energy Drops, Mandarin Orange Energy Infusers, and Unsweetened Lemon Energy Infusers. The Energy Infusers are single-serve packets of powder while the Energy Drops come in liquid form. Both are perfect on-the-go additions to your water bottle.

"Medifast has always provided healthy options and alternatives for weight-loss and weight management. By expanding our line of Infusers, we continue to provide customers with healthy, on-the-go ways to refresh and rehydrate," said Michael C. MacDonald, Chairman and Chief Executive Officer of Medifast. "The new Flavor Infusers

and Energy Drops work in conjunction with any of our Medifast programs or as a flavorful addition to enhance daily water consumption."

The new Flavor Infuser™ and Energy Drops have 50mg of caffeine and ten percent of the daily values of four B vitamins: folate (B5), B6, B12, and pantothenic acid (B9) per serving. The products are now available for purchase at **medifastnow.com** or through a free **Take Shape For Life** Health Coach. Each box of Flavor Infusers™, which contains 21 single serve packets, retails for \$16.40 and each bottle of the Energy Drops, which contains 24 servings, retails for \$8.95. To learn more about Medifast and the Flavor Infuser™ products, please visit **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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