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NEWS RELEASE

# Medifast Launches New Healthy Living Program and Product Lines

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OWINGS MILLS, Md., Nov. 18, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, weight-loss products and programs, is proud to announce the launch of a new Healthy Living program and line of products.

The product lineup includes the new Dark Chocolate Dream Bar, Salted Caramel Nut Bar, Strawberry Yogurt Bar, Chocolate Peanut Butter Shake, Cookies & Cream Shake, Pina Colada Smoothie, and Strawberry Banana Smoothie. These seven new maintenance products are being launched under two new sub-brands: Thrive by Medifast™ and Optimal Health by Take Shape For Life™. All products are nutritionally balanced for weight maintenance and are free of artificial flavors, colors, and sweeteners.

The Healthy Living Program, which will be appropriately catered to each Medifast sales channel, is comprised of the new easy-to-follow 3-2-1 Plan™ and a robust transition program to bridge the gap between weight-loss and weight



maintenance.

"Medifast has always been a healthy choice for customers who want to lose weight. Now, we can offer even more products and programs to a broader audience to help with long-term wellness. These new offerings have been a core strategic focus for Medifast this year and we are very excited about the value this new offering provides to both our current and future customers," said Michael MacDonald, Chairman and Chief Executive Officer, Medifast, Inc. "The Thrive by Medifast™ product range in conjunction with the 3-2-1 Plan™ and our exclusive Optimal Health by Take Shape For Life™ product packaging execution brings unique solutions across our key channels."

Detailed program information and product descriptions can be found at [www.MedifastNow.com](http://www.MedifastNow.com) for Medifast Direct, [www.MedifastCenters.com](http://www.MedifastCenters.com) for Medifast Weight Control Centers, and [www.TSFL.com](http://www.TSFL.com) for Take Shape For Life.

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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](http://www.MedifastNow.com).

### About Take Shape For Life:

Take Shape for Life is the direct selling division of Medifast. Through Take Shape For Life, Clients can get a free personal Health Coach and mentor to guide them throughout the processes of weight loss, weight management, and the cultivation of lasting, healthy habits as defined by co-founder Dr. Wayne S. Andersen and the Habits of Health System. To learn more, log onto [www.TSFL.com](http://www.TSFL.com).

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