



NEWS RELEASE

Medifast Releases Results Highlighting Weight Loss Plan Success

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OWINGS MILLS, Md., Sept. 11, 2015 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, announced published clinical studies demonstrating weight loss effectiveness of two Medifast meal plans - the **4 & 2 & 1 Plan™** (also known as Medifast Achieve™) and the **5 & 2 & 2 Plan™**.

The 4 & 2 & 1 Plan™ study, published in **Nutrition Journal**, reviewed 310 customer records and found customers who followed the plan for 12 weeks lost an average of 24 pounds. Customers active in the program for 24 weeks lost an average of 35 pounds. The 4 & 2 & 1 Plan™ was effective for weight loss for both men and women and for younger and older adults.

The 5 & 2 & 2 Plan™ study, published in the **Journal of Obesity and Weight Loss Therapy**, reviewed 62 adult records, with 92% of customers being extremely obese. Customers engaged in the program for 12 weeks lost an



average of 28 pounds, and customers following the plan for 24 weeks lost an average of 42 pounds.

The majority of all customers' weight loss was attributed to fat loss while preserving lean muscle mass - important for maintaining physical activity and long-term weight-loss. Blood pressure was also improved on both plans.

Over 75% of active 12-week customers lost at least 5% body weight and more than 85% of 24-week customers lost 5% or more. "This is clinically important," said **Dr. Linda Arterburn**, Medifast Vice President of Scientific and Clinical Affairs, "because this degree of weight loss is associated with improvements in blood pressure, blood cholesterol, and blood sugars, and accordingly, a reduction in the risk of developing heart disease and diabetes."

Both studies reviewed a representative sampling of records from overweight and obese customers who followed these plans at Medifast Weight Control Centers® where they received counseling to support their weight loss journey. These meal plans use Medifast meal replacement products, coupled with conventional food choices, to achieve balanced nutrition for healthy weight loss.

"We are committed to creating weight management options for everyone," said **Michael C. MacDonald**, Medifast Chairman and Chief Executive Officer. "Customers can confidently choose either the 4 & 2 & 1 Plan™ or the 5 & 2 & 2 Plan™ as well as our other plan options to achieve short- and long-term weight loss."

"Our customers want flexible, customizable approaches to weight loss," said **Dr. Arterburn**. "We're excited to offer healthy, research-supported programs that achieve weight management goals."

The plans complement Medifast's popular **5 & 1 Plan®**, a lower calorie and carbohydrate-controlled plan designed for fast, safe weight loss.

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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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