



NEWS RELEASE

Medifast's Take Shape For Life Division Hosts 2nd Annual National "Discover Your Optimal Health" Day

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OWINGS MILLS, Md., Sept. 4, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, weight-loss products and programs, is pleased to announce its second annual National "Discover Your Optimal Health" Day presented by its Take Shape For Life division. The purpose of this day is to encourage a lifestyle of healthy eating habits and regular physical activity—for everyone, at any age.

After the success of last year's event, Medifast's Take Shape For Life division has asked health coaches across the country to encourage their communities to "Walk Across America" in a single day to spread the importance of optimal health. Take Shape For Life Health coaches across various cities in the U.S. will be holding more than 100 community walks with more than 4,000 participants. The teams will walk a minimum of one mile, totaling approximately 4,000 miles—more than the distance to cross the U.S in a single day.

"In our inaugural event last year, the walk attracted more interest across the country than we could have imagined," said Meg Sheetz, Chief Executive Officer, Take Shape For Life. "We will continue to spread the importance of living an active, healthy lifestyle and look forward to Discover Your Optimal Health Day being an annual tradition for years to come."

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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.

About Take Shape For Life:

Take Shape For Life® is the personal-coaching division of Medifast, Inc. The coaching network consists of independent Health Coaches, who are trained to provide coaching and support to clients using the Medifast weight-loss program and the Habits of Health System as defined by co-founder Dr. Wayne Scott Andersen. For more information, log onto TSFL.com.

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