



NEWS RELEASE

## Medifast's Take Shape For Life Division Launches National Stop.Challenge.Choose. 12-Week Health Transformation

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OWINGS MILLS, Md., Jan. 6, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled weight-loss products and programs, is proud to announce the launch of Take Shape For Life's first Stop.Challenge.Choose. 12-Week Health Transformation. The challenge kicked off January 1, 2014, with the goal of encouraging a healthier lifestyle and helping participants achieve optimal health for the upcoming year. To date, more than 10,000 participants have registered.

"The early enrollment results of the 12-Week Transformation seem to be indicative of our clients' desire to make their health a priority in 2014," said Meg Sheetz, CEO of Take Shape For Life. "Stop.Challenge.Choose. provides another platform of support to help Take Shape For Life clients move towards optimal health."

Sign-up for the 12-Week Transformation runs now through March 1, 2014. During each participant's 12 week period, they will work with a Take Shape For Life Health Coach to learn and implement healthy habits. There is no fee to enter, and several winners will be selected to win an all-expenses paid trip including a visit to Disneyland, attendance at the National Take Shape forLife Convention, and a stay at the Four Seasons Hotel, Westlake Village, California spa and wellness resort. The prize includes round-trip airfare and ground transportation, resort accommodations, luxurious spa treatments, privately held healthy cooking demos, and customized physical activities.

"We are eager and excited to see the number of participants who will be joining us for this nationwide challenge," said Dr. Wayne Scott Andersen, Co-founder and Medical Director of Take Shape For Life. "Take Shape For Life's approach is designed to help people make sustainable life changes, and now we are providing them with a fun and easy way to begin this life-changing journey."

"As a company, we continually look for opportunities to inspire our clients to embrace healthy weight management as a way of living — not just a one-time event. We want to challenge and empower people to remain fit for life and our Take Shape For Life Health Coaches help us lead the way," said Michael MacDonald, Chairman and Chief Executive Officer, Medifast.

To join the challenge, participants can visit [www.stopchallengechoose.com](http://www.stopchallengechoose.com), where they will find a description of the program and contest and the information needed to get started. Video success stories will be accessible on the site and will be added from entrants as the challenge progresses. To learn more about Stop.Challenge.Choose. or Take Shape For Life, please visit [www.tsfl.com](http://www.tsfl.com).

#### About Medifast:

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven, portion-controlled 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](http://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 and weight management program and the Habits of Health System as defined by co-founder Dr. Wayne Scott Andersen. For more information, log onto [TSFL.com](http://TSFL.com).

#### About Dr. Wayne Scott Andersen:

Dr. Wayne Scott Andersen is the co-founder and medical director of Take Shape For Life. His groundbreaking books are a core component of the successful program. He and his wife, Lori, were the first Take Shape For Life health coaches and have tremendously influenced the 11,000+ Health Coaches now involved with Take Shape for Life. An innovator and tireless champion of America's health, Dr. A is dedicated to providing inspiration to those who want to make a difference in the fight against obesity. He is the former director of the Surgical Critical Care Program and Chairman of the Department of Anesthesiology at Grandview Hospital.

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