



NEWS RELEASE

OPTAVIA® Featured in PEOPLE's Annual Half Their Size Issue

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BALTIMORE, Jan. 16, 2018 /PRNewswire/ -- **Medifast**, a leading manufacturer and distributor of clinically proven, healthy living products and programs, announced its lifestyle brand, **OPTAVIA**, has been highlighted in the coveted **PEOPLE** Half Their Size issue. Earlier this month, **OPTAVIA** Coach, Melody Perdue, shared her inspiring story with readers and viewers alike in **PEOPLE**, **PEOPLETV**, **Good Morning America**, **Inside Edition** and **HLN**.

Perdue is one of six inspiring women recognized in the magazine for prioritizing health and losing half their size. She credits **OPTAVIA** - her Coach, Community, and scientifically-proven program - which taught her the importance of creating healthy habits and positive lifestyle changes.

"PEOPLE's Half Their Size issue celebrates individuals who have taken control of their health," said Dan Chard, CEO of Medifast. "We are proud of Melody, whose story of transformation will be an inspiration for many looking to begin their own journey."

Perdue's story was included in the January 15th issue of **PEOPLE**. To read full article on **PEOPLE.com**, click **here**.

For more information on **OPTAVIA**, visit **www.OPTAVIA.com**.

About Medifast®:

Medifast (NYSE: MED) is a leading manufacturer and distributor of clinically proven healthy living products and programs. It was founded in 1980 and is the brand recommended by more than 20,000 Doctors. In 2016, the

company announced **OPTAVIA®**, an exclusive brand and product line sold through its community of independent Coaches who offer support and guidance to their Clients. In partnership with **OPTAVIA** Coaches, franchise partners, and its Scientific Advisory Board, Medifast offers comprehensive wellness products and programs that focus on creating sustainable change by helping people learn to incorporate healthy habits into their lives. Medifast is traded on the New York Stock exchange and was named to Forbes' 100 Most Trustworthy Companies in America List in 2016 and 2017. For more information, visit www.MedifastNow.com or www.OPTAVIA.com.

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