



NEWS RELEASE

Take Shape For Life Announces Winners of National Stop.Challenge.Choose. 12-Week Health Transformation

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OWING MILLS, Md., Aug. 14, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss products and programs announced the winners of Take Shape For Life's inaugural Stop.Challenge.Choose. 12-Week Health Transformation. The challenge kicked off January 1, 2014, with the goal of encouraging participants to lead healthier lifestyles. Ten winners were selected out of more than 20,000 participants.

Each of the participants worked with a Take Shape For Life Health Coach to learn and implement healthy habits for 12 weeks. The 10 winners won an all-expenses paid trip to California, where they attended the Take Shape for Life National Convention, visited Disneyland, and enjoyed a stay at the Four Seasons Hotel in Westlake Village, CA. They were treated to rest, relaxation, luxurious spa treatments, private healthy cooking demos, and customized physical activities, including hiking and yoga.

"Selecting just 10 winners out of the thousands of participants who enrolled in this challenge was a difficult task," said Meg Sheetz, CEO of Take Shape For Life. "The Stop.Challenge.Choose. 12-Week Health Transformation provided a unique motivational tool to help Take Shape For Life Clients make their health a priority."

"We were so overwhelmed by the interest in our first Stop.Challenge.Choose. 12-Week Health Transformation that we have launched version 2, complete with a free e-book to provide even more support," said Dr. Wayne Scott Andersen, Co-founder and Medical Director of Take Shape For Life. "Our goal is to encourage participants to begin

their own Optimal Health journeys and celebrate the many rewards along the way."

"I made a choice to 'get healthy' instead of just to 'lose weight.' There is a difference, and the 12-Week Health Transformation made that point abundantly clear," said Kimberly Yost, Stop. Challenge. Choose. 12-Week Health Transformation winner. "It's not an overstatement to say Take Shape for Life changed the way I view health. The 12-Week Health Transformation put me on the path toward Optimal Health, and now I'm helping others do the same through my work as a Certified Health Coach."

Participants can download the e-book and enroll in the 12-week Health Transformation at **www.stopchallengechoose.com**

To learn more about the ten winners, view their success videos or read about their journeys, please visit **www.stopchallengechoose.com**. To learn more about Take Shape For Life, please visit **www.tsfl.com**.

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 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**.

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