View File Download File

NEWS RELEASE

Take Shape For Life Hosts 3rd Annual "National Optimal Health Day" To Bring Awareness about Wellbeing Across the Country

2015-09-17

OWINGS MILLS, Md., Sept. 17, 2015 /**PRNewswire**/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, weight-loss and healthy living products and programs, announces the third annual National Optimal Health Day presented by its Take Shape For Life division. National Optimal Health Day promotes Take Shape For Life's mission to offer individuals an opportunity to create sustainable health in all areas of their lives – building a healthy body, developing a healthy mind, and generating healthy finances.

Today, on September 17th, Take Shape For Life Health Coaches across the U.S. sponsored more than 400 events for their community, including healthy happy hours and activity events ranging from walks, yoga in the park, a hike on local trails, and group exercise classes. More than 13,000 people accepted the Optimal Health challenge while participating in today's National Optimal Health Day activities.

"We are excited to host our 3rd Annual National Optimal Health Day to engage communities across the U.S. and encourage healthy living habits with a range of unique activities," said Michael MacDonald, Chairman and CEO of Medifast. "Our Take Shape For Life Health Coaches change so many lives and we look forward to raising the awareness today about our Optimal Health mission."

In addition to participating in the National Optimal Health Day events, community members nationwide are being challenged to begin their own journey to Optimal Health by incorporating one new healthy habit per day. "By simply making one small change, such as performing one push up or swapping out soda for fruit, healthy habits can be created," said Meg Sheetz, Take Shape For Life CEO. "Take Shape For Life is a community of like-minded individuals working toward the common goal of getting America healthy and today is a great day to strengthen this community."

"By helping people understand how to focus on healthy nutrition, physical activity, proper sleep, and stress reduction, we can help them discover a path toward Optimal Health," said Dr. Wayne Scott Andersen, co-founder of Take Shape For Life. "Small changes can be the first significant steps toward optimal health and performance."

For more information on National Optimal Health Day, visit **www.tsfl.com**.

MED-G

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: the web and national call centers, the Take Shape For Life personal coaching division, Medifast Weight Control Centers, and 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 a thriving, vibrant community that is redefining the path to wellbeing and creating Optimal Health™ through a network of Independent Health Coaches, who provide support and personal encouragement to help Clients safely and effectively reach and sustain a healthy weight, and adopt habits for a lifetime of health. Within the Trilogy of Optimal Health, Take Shape For Life offers individuals an opportunity to create sustainable health in all areas of their lives – building a healthy body, developing a healthy mind, and generating healthy finances. Take Shape For Life provides Health Coaches with tools and support; an innovative and leading edge lifestyle program; training and knowledge; and best of all, a community of like-minded individuals working toward the common goal of getting America healthy. In 2014, Take Shape For Life, and its parent company Medifast® were

ranked in the top 20 of the Direct Selling Association's largest companies, and is a Code of Ethics member.

Logo - **http://photos.prnewswire.com/prnh/20120613/NE24271LOGO-b**

SOURCE Medifast, Inc.