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NEWS RELEASE

Take Shape For Life® Introduces Exclusive Product Line Under New OPTAVIA™ Lifestyle Brand

2016-07-25

OWINGS MILLS, Md., July 25, 2016 /PRNewswire/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, today announced that Take Shape For Life®, the company's direct selling division and wholly-owned subsidiary, launched 13 new innovative products, under the lifestyle brand **OPTAVIA™**. The products feature bold flavors and exciting ingredients sourced from around the world. The announcement was made at Take Shape For Life's® Annual National Convention - the largest event in the company's history - with more than 3,400 registered attendees.

"The announcement of **OPTAVIA™** marks a significant evolution in Take Shape For Life®, putting it in prime position in the health and wellness market and the direct selling industry for growth and global expansion," said Michael MacDonald, Chairman and CEO of Medifast®, the parent company of Take Shape For Life®.

OPTAVIA™ Fuelings are made with specialty ingredients sourced from across the globe, including Morocco, Bolivia,

Indonesia and the Philippines, and are packed with 25 vitamins and minerals as well as probiotics, which help support digestive and immune health as part of a balanced diet and healthy lifestyle. **OPTAVIA™** Fuelings provide the same scientifically proven nutritional profile as the brand's existing portfolio of more than 70 Fuelings.

"For the first time in the company's history, we have created and built a fully exclusive offering that is only available to our family of Health Coaches and Clients," said Mona Ameli, President of Take Shape For Life®. "We know with this introduction of innovative products, our Health Coaches will further their opportunity to transform lives not only in the United States, but over time to a diverse audience throughout the world."

Take Shape For Life® is committed to creating Optimal Wellbeing for its community of Health Coaches and Clients by helping them take control of their physical, mental and financial health. More than 12,000 active Health Coaches will begin offering **OPTAVIA™** Fuelings to Clients nationwide this month.

"Our mission, to shape lives for the better and put the power of knowledge in the hands of as many people as possible, takes a big step forward with the introduction of **OPTAVIA™**," said Dr. Wayne Scott Andersen, Co-founder & Integrated Presidential Director of Take Shape For Life®. "**OPTAVIA™** Fuelings are a welcomed addition to our current line of products and a powerful new tool to support Health Coaches and Clients on their journey to Optimal Wellbeing."

For more information on **OPTAVIA™**, Take Shape for Life® or to learn how to become a Health Coach, visit www.TSFL.com or www.optavia.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 2016, Take Shape For Life® was ranked in the top 20 of the Direct Selling Association's largest companies, and is a Code of Ethics member.

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About Medifast®:

Medifast, Inc.® (NYSE: MED) is a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs.

Forward Looking Statements

Please Note: This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. Descriptions of Medifast's objectives, strategies, plans, goals or targets and anticipated impact and effect of new products contained herein are considered forward-looking statements. Medifast believes this release should be read in conjunction with all of its filings with the United States Securities and Exchange Commission and cautions its readers that these forward-looking statements are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Although Medifast believes that the expectations, statements, and assumptions reflected in these forward-looking statements are reasonable, it cautions readers to always consider all of the risk factors and any other cautionary statements carefully in evaluating each forward-looking statement in this release, as well as those set forth in its latest Annual Report on Form 10-K and Quarterly Report on Form 10-Q, and other filings filed with the United States Securities and Exchange Commission, including its current reports on Form 8-K. All of the forward-looking statements contained herein speak only as of the date of this release.

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