



NEWS RELEASE

Take Shape For Life Launches Habits of Healthy Sleep Set

2014-07-30

OWINGS MILLS, Md., July 30, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss products and programs, is proud to announce a new line of products available in its Take Shape For Life division. The new Habits of Healthy Sleep Set will feature a Far-Infrared Blanket, Melatonin, Restfulmind™ Herbal Sleep Tea, Chilltime™ Theanine Supplement Gum, and a sleep mask and ear plugs set.

"The first-of-its kind Habits of Healthy Sleep Set offers a wonderful solution for our Take Shape For Life Clients," said Meg Sheetz, Chief Executive Officer of Take Shape For Life. "Our sleep set offers our Clients the right tools to assist with quality sleep, which ultimately strengthens their ability to live a healthier lifestyle."

"Studies show that sleeplessness not only disturbs appetite regulation, which contributes to weight gain, but also contributes to a wide range of medical conditions," said Wayne Scott Andersen, M.D., Take Shape For Life Co-Founder & Medical Director. "The Habits of Healthy Sleep Set promotes better sleep to help improve overall health."

The new products are available for purchase at tsfl.com and are priced from \$14.95 to \$399, depending on the item(s) purchased. To learn more about Take Shape For Life and the new Habits of Healthy Sleep Set, please visit www.tsfl.com.

MED-G

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 program and the Habits of Health System as defined by co-founder Dr. Wayne Scott Andersen. For more information, log onto **www.tsfl.com**.

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

SOURCE Medifast, Inc.