



NEWS RELEASE

Take Shape For Life Named to 2015 Direct Selling News Global 100 & North American 50 Lists

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OWINGS MILLS, Md., April 22, 2015 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, announced today the company's direct selling division, **Take Shape For Life**, was named to Direct Selling News' 2015 Global 100 and 2015 North American 50 lists. Take Shape For Life was recognized as one of the top revenue-generating direct sellers.

"Since its inception, Take Shape For Life has focused on providing our Health Coaches and Clients with products, programs, and tools to help them live an optimal life," said Meg Sheetz, CEO of Take Shape For Life. "Ranking among DSN's prestigious annual list of direct sellers is a great indicator that we are advancing our mission and reaching more people along their weight-loss, weight management, and healthy living journeys."

The comprehensive list, published in April, 2015, recognizes the magnitude of the direct selling industry in

economic and social realms and the performance of the leading companies both globally and in North America. Take Shape For Life is listed among other notable and prominent consumer brands spanning multiple industries.

"This recognition from DSN validates the incredible work of our Take Shape For Life Health Coaches and the success of the division for our Company. We are honored to be ranked among other respected and long-standing brands," said Michael MacDonald, Medifast's Chairman and CEO.

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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 health coach 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 direct selling division of Medifast. Through Take Shape For Life, Clients can get a free personal Health Coach and mentor to guide them throughout the processes of weight loss, weight management, and the cultivation of lasting, healthy habits as defined by co-founder Dr. Wayne S. Andersen and the Habits of Health System. To learn more, log onto **www.TSFL.com**.

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