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Medifast DSA Top 20

NEWS RELEASE

Take Shape For Life® Named to 2017 Direct Selling Association Top 20 List

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OWINGS MILLS, Md., June 20, 2017 /PRNewswire/ -- Medifast®, Inc., a leading provider of clinically studied healthy living products and programs, today announced that its Take Shape For Life business, represented by its community of Health Coaches, has been named to the Direct Selling Association's Top 20 List. This recognition is given annually to the largest direct selling companies in the United States.

"This accolade is a testament to our dedicated Health Coach community that works tirelessly to spread Optimal Health™ and Wellbeing across the country," said Daniel Chard, CEO of Medifast.

The Direct Selling Association compiles their annual list by determining the largest direct selling companies in the United States in terms of 2016 domestic net sales. Other considerations for the award include leadership in innovation, opportunity and entrepreneurship in direct selling.



"The DSA Top 20 member companies truly are leaders in our industry and should be applauded both for the opportunities they offer millions of Americans and for the significant contributions they make to the economy," said DSA President Joseph N. Mariano. "It is my very great honor to congratulate each DSA Top 20 member company; not only for this prestigious recognition, but for the devotion they show day in and day out to their customers and salespeople by virtue of their membership in DSA. They set an example our entire business model should be proud to follow."

"Our Health Coach community is instrumental in propelling Take Shape For Life forward as a leader in the industry," said Mona Ameli, President of Take Shape For Life. "We would like to extend our congratulations and dedicate this recognition to our extraordinary community of Health Coaches who transform lives every day."

The Direct Selling Association held its annual meeting in early June, where Chard was appointed to the association's Board of Directors. Chard will play an active leadership role with the organization during his one-year term, drawing from his wealth of experience in the direct selling industry. Additionally, Ameli is actively involved with the organization, and will be serving her third term on the DSA Board of Directors and as the Chair of The Diversity & Empowerment Council.

This is the third consecutive year that Take Shape for Life was included in the DSA Top 20 List.

About Medifast®:

Medifast (NYSE: MED) is a leading provider of clinically studied healthy living products and programs. It partners with Take Shape For Life® Health Coaches to help its Clients achieve Optimal Wellbeing through a proven weight management and Habits of Health system. Medifast was founded in 1980 in Owings Mills, Maryland and is the brand recommended by more than 20,000 Doctors since 1980. The company was named to Forbes' 100 Most Trustworthy Companies in America List in 2016 and 2017. For more information, visit www.MedifastNow.com.

About The Direct Selling Association:

The **Direct Selling Association** (DSA) is the national trade association for companies that offer entrepreneurial opportunities to independent sellers to market and sell products and services, typically outside of a fixed retail establishment. More than 20 million Americans are involved in direct selling in every state, congressional district and community in the United States. In 2015, direct selling generated more than \$36 billion in retail sales. For more information, visit www.dsa.org.

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