



- [View File Download File](#)
- [View File Download File](#)

NEWS RELEASE

Take Shape For Life President Appointed as Direct Selling Association Leader

2015-08-27

OWINGS MILLS, Md., Aug. 27, 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 that Mona Ameli, President of its Take Shape For Life division, was appointed as the Chair of the Direct Selling Association (DSA) Diversity and Empowerment Council.

The Diversity and Empowerment Council strives to inform and support member companies on ways to achieve greater business success through effectively reaching and serving more diverse customer populations and partnering closely with DSA leadership to develop and implement strategies that expand access to a range of direct-selling opportunities for a diverse populace.

"Mona has been a dynamic member of the Council since its inception and her personal and on-the-ground experience will be instrumental in advancing the DSA's diversity objectives," said Meg Sheetz, CEO of Take Shape

For Life. "Mona is well recognized in the industry for her dedication, compassion and leadership within the direct selling world, including her advancement and empowerment of minorities."

"I am pleased that Mona has accepted this important position within the Association to engage our Board," said Joseph N. Mariano, DSA President. "Her experience and stature on diversity issues is well-known and well-respected across the industry, and we look forward to her perspective and leadership."

Ameli was ranked among the Top 20 Most Influential Women by Direct Selling News and was named one of the Most Powerful and Influential Women in the state of California by the National Diversity Council. As President of Take Shape For Life, Ameli partners with Council members to advance key initiatives and provide tools and guidance to help member companies enhance their diversity outreach. The Council formally recognizes the best practices of those leaders who have created powerful programs that have had a positive impact on their companies' revenue and growth.

"We congratulate Mona on being named Chair of the Diversity and Empowerment Council," said Mike MacDonald, Chairman and CEO of Medifast. "With her proven track record championing issues of importance to women and minorities in business, she will be a great leader to the Council."

For more information on Ameli and Take Shape for Life, please visit <http://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: 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 and weight management program and the Habits of Health System. For more information, log onto TSFL.com.

Photo - <http://photos.prnewswire.com/prnh/20150827/261623>

Logo - <http://photos.prnewswire.com/prnh/20150716/237839LOGO>

SOURCE Medifast, Inc.