



NEWS RELEASE

Take Shape For Life® Rebrands to OPTAVIA™

2017-07-24

OWINGS MILLS, Md., July 24, 2017 /PRNewswire/ -- Medifast, Inc., a leading provider of clinically studied healthy living products and programs, announced its Take Shape For Life® business has rebranded to **OPTAVIA™** at the largest event in the company's history. Over 4,100 **OPTAVIA** Coaches and clients assembled in Dallas, Texas last week to find out about the new **OPTAVIA** business tools and products, and learn how to integrate them into their businesses.

The **OPTAVIA** Coach community is represented by over 12,500 Coaches committed to inspiring a healthy lifestyle through a comprehensive approach with personal support and scientifically proven health plans. **OPTAVIA** succeeds where other programs fail because it teaches you how to integrate healthy habits into your life and make lasting lifestyle shifts by getting your mind & body working together.

"The evolution to **OPTAVIA** marks a significant accomplishment in our company's history," said Daniel Chard, CEO of Medifast. "We have a rich history of 37 years in business, a strong clinical heritage and numerous accolades from notable organizations such as Forbes and the Direct Selling Association. It is with great enthusiasm that we continue this evolution and partner with our incredible community of **OPTAVIA** Coaches who inspire others every day and spread our mission of Lifelong Transformation, One Healthy Habit at a Time."

The brand transition included the announcement of the launch of over 20 **OPTAVIA** Essentials Fuelings™ and **OPTAVIA** Snacks. Now, **OPTAVIA** Coaches and clients can choose from more than 60 delicious, convenient, interchangeable, scientifically-designed Fuelings. Each Fueling is free from colors, flavors, and sweeteners from artificial sources, contains a patented probiotic and is full of essential vitamins and minerals. Other exciting

announcements included **OPTAVIA** Pay, a new Coach compensation method, **OPTAVIA** experience, a new service and support organization, **OPTAVIA** Learn, an innovative training approach, and **OPTAVIA** Path to Achievement™, a new way for **OPTAVIA** to recognize its leaders.

"We have extraordinary momentum coming out of our first ever **OPTAVIA** Convention, where our **OPTAVIA** Coaches and clients came together to celebrate the future of our company" said Mona Ameli, President of **OPTAVIA**. "We are filled with pride to reach the milestone of impacting 1 million lives, and know there is so much more to do to bring Optimal Health and Wellbeing across our entire nation. We have done incredible work as Take Shape For Life over the past 15 years and the time is right to build on past success and now maximize our impact as we evolve to **OPTAVIA**."

Recognized as the final year of Take Shape For Life Cares, a charitable effort that gives back to underprivileged communities that align with the company's mission of health and wellbeing, attendees had an opportunity to donate to The American Heart Association's Dallas Heart Walk. The company, along with its Coach community, made a generous donation of more than \$30,000.

For more information on **OPTAVIA**™ or to learn how to become a Coach, visit www.optavia.com.

About Medifast®:

Medifast (NYSE: MED) is a leading provider of clinically studied healthy living products and programs. It partners with **OPTAVIA** Coaches™ to help its clients achieve Optimal Health™ and Wellbeing through a comprehensive approach to Lifelong Transformation, One Healthy Habit at a Time™, with personal support and scientifically proven plans and Fuelings. 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.

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