



NEWS RELEASE

## Take Shape For Life Recognized as Leading Direct Selling Company

2015-06-08

OWINGS MILLS, Md., June 8, 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 recognized as one of the 20 largest members of the Direct Selling Association (DSA), a national trade association of leading firms that manufacture and distribute goods and services sold directly to consumers. The recognition, which was based on 2014 U.S. net sales, was announced at the 2015 DSA Annual Meeting in San Antonio, Texas.

This news follows an announcement the Company made in April after it was named to Direct Selling News' 2015 Global 100 and 2015 North American 50 lists, accolades that were both based on revenue generation.

"Take Shape For Life, since day one, has been dedicated to providing our network of 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.

"Being named a DSA Top 20 Company is a testament to our work and mission to reach more people along their weight-loss, weight management and healthy living journey."

"I want to congratulate Take Shape For Life, not only for their track record of success, but also for their devotion to their Coaches and Clients," said Joseph N. Mariano, DSA's President. "By working together with leading companies like Take Shape For Life, we continue to ensure that ethical business practices and customer satisfaction are priorities in the marketplace."

"We are honored to be recognized again as a leading direct seller," said Michael MacDonald, Medifast Chairman & Chief Executive Officer. "We are focused on growth within our Take Shape For Life division and continuing to help our Health Coaches realize success while supporting Clients along their optimal health journeys."

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### **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](http://www.TSFL.com).

### **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](http://www.MedifastNow.com).

### **About the Direct Selling Association:**

DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Among its more than 240 active and pending members are companies selling both via a party-plan method and in the traditional person-to-person style. In 2012, U.S. direct sales were more than \$31.6 billion with nearly 16 million direct sellers nationwide. The vast majority are independent business people—micro-entrepreneurs—whose purpose is to sell the product/service of the company they voluntarily choose to represent. Approximately 90 percent of direct sellers operate their business part-time.

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