



Media Contact: Rebecca Clyde  
(602) 380-9313  
rebecca@ideascollide.com

**FOR IMMEDIATE RELEASE**

**Take Shape For Life, Inc. Selects IMN E-Communication Platform**

*Medifast, Inc.'s coaching division deploys e-newsletters for health coaches, clients*

WALTHAM, Mass., and OWINGS MILLS, Md., April 28, 2009 – IMN, a leading e-communications company, today announced that Take Shape For Life, the Health Coaching division of Medifast, Inc. (NYSE:MED) has partnered with IMN to incorporate Net Connect™, an innovative e-communication platform specifically designed to promote lead generation, effective engagement and new client acquisition.

Net Connect is a powerful solution that enables direct selling companies to create professional e-newsletters that are sent to customers and prospects on behalf of their independent sales force. The solution includes a business intelligence component and a robust suite of readership analytics and corporate reporting that provide companies critical insight into network growth, marketing effectiveness and readership interaction.

“Our partnership with IMN demonstrates Medifast’s commitment to provide Take Shape For Life Health Coaches with the best e-communication solution available,” said Michael S. McDevitt, Chief Executive Officer, Take Shape For Life and Medifast. “Net Connect will empower our growing ‘Wellness Army’ by helping them to continually educate their Clients on the latest ‘Health and Wellness News’ and maintain consistent client engagement through personal communication. From a business perspective, this solution serves as one of our primary catalysts for driving lead generation and new client conversion.”

IMN’s Net Connect solution was selected for its comprehensive capabilities and turnkey rapid deployment, making it the best fit solution for Take Shape For Life.

IMN’s Warm Call™ reports, with robust tracking and analytics, allow Take Shape For Life Health Coaches to understand client preferences. Using insights from these comprehensive reports, Take Shape For Life can create promotions, products and lifestyle content that meet client interests and needs. Warm Call reports track client readership interaction, offering unsurpassed insight into which e-newsletter features readers found of interest. Take Shape For Life Health Coaches use Warm Call reports to target their follow-up to specific client preferences resulting in increased products sold and new Health Coach sign-ups.

“IMN is excited to be working with an organization that is dedicated to empowering individuals with the ability, products and support to improve their health and lifestyle,”

said Sebastian J. Leonardi, Vice President, Direct Selling and Multichannel Markets for IMN. “By incorporating Net Connect as a core component of its sales, marketing and training strategy, Take Shape For Life will be able to empower its Health Coaches, increase program compliance and sales, drive new client acquisition and accelerate network growth. In addition, early success will result in increased productivity and retention among new Health Coaches.”

### **About IMN**

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications services for sales and distribution networks. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of market segments including self-service marketing and in vertical markets such as automotive, direct selling, financial services and technology. IMN services are sold worldwide directly and through re-seller organizations. Founded in 1999 and headquartered in Waltham, MA, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia and Progress Software as well as innovative direct selling companies such as Gold Canyon, Homemade Gourmet, Private Quarters, Scentsy, Southern Living At HOME and U Design Jewelry. Additional information can be found at <http://www.imnnetconnect.com> or by calling 1-866-964-6397.

### **About Medifast, Inc.**

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven portion-controlled weight loss program. Medifast has been recommended by 15,000 physicians since 1980 and used by over one million customers. It is committed to enriching lives by providing innovative choices for lasting health. Medifast programs have been proven effective through studies by major university teaching hospitals. The company sells its products and programs via four unique distribution channels: 1) the web and national call centers, 2) national network of physicians, 3) medically supervised Medifast Weight Control Centers, and 4) the Take Shape For Life direct-selling division, a network of health coaches. Medifast was founded in 1980 and is located in Owings Mills, Maryland. For more information, log onto <http://www.ChooseMedifast.com>.

Please Note: This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally can be identified by use of phrases or terminology such as "intend" or other similar words or the negative of such terminology. Similarly, descriptions of Medifast's objectives, strategies, plans, goals or targets contained herein are also considered forward-looking statements. Medifast believes this release should be read in conjunction with all of its filings with the United States Securities and Exchange Commission and cautions its readers that these forward-looking statements are subject to certain events, risks, uncertainties, and other factors. Some of these factors include, among others, Medifast's inability to attract and retain independent Associates and Members, stability in the pricing of print, TV and Direct Mail marketing initiatives affecting the cost to acquire customers, increases in competition, litigation, regulatory changes, and its planned growth into new domestic and international markets and new channels of distribution. Although Medifast's believes that the expectations, statements, and assumptions reflected in these forward- looking

statements are reasonable, it cautions readers to always consider all of the risk factors and any other cautionary statements carefully in evaluating each forward-looking statement in this release, as well as those set forth in its latest Annual Report on Form 10-K and Quarterly Report on Form 10-Q, and other filings filed with the United States Securities and Exchange Commission, including its current reports on Form 8-K. All of the forward-looking statements contained herein speak only as of the date of this release.