

NOTICE OF CLASS ACTION SETTLEMENT

W.M.F. & Matthew Marden v. LifeMD, Inc.

Case No. A-24-906800-C (District Court, Clark County, Nevada)

IF YOU ARE A UNITED STATES RESIDENT AND ARE OR WERE A MEMBER OF LIFEMD OR REXMD OR ORDERED OR PURCHASED PRODUCTS FROM LIFEMD OR REXMD, YOU MAY BE ENTITLED TO BENEFITS IN A CLASS ACTION SETTLEMENT.

A settlement has been proposed to end a class action lawsuit against LifeMD, Inc., which also does business as REX MD (hereinafter “Defendant” or “LifeMD” or “RexMD”). The lawsuit alleges that Defendant installed tracking technologies, including pixels (“Tracking Tools”) on its websites, including but not limited to <https://rexmd.com/> and <https://lifemd.com/> (“Websites”) and that those Tracking Tools potentially disclosed individually identifiable health information (“IIHI”) and protected health information (“PHI”) (referred to herein collectively as “Private Information”) of visitors to and users of (“Class Members”) its Websites to unauthorized third parties including, but not limited to, Meta Platforms, Inc. d/b/a Meta (referred to herein as “Facebook”), Google LLC and TikTok Inc. LifeMD denies that it did anything wrong or that any IIHI or PHI was actually disclosed to third-parties, and the Settlement is not an admission of wrongdoing by LifeMD and does not imply that there has been, or would be, any finding that LifeMD violated the law. Further, the Court overseeing the Action has not determined that LifeMD did anything wrong.

Who is a Settlement Class Member? You are a Settlement Class Member if you are an individual residing in the United States that is or was a member of LifeMD or RexMD or who ordered or purchased products from LifeMD or RexMD through the effective date of this Settlement Agreement and whose Private Information was allegedly disclosed to a third party through the use of Tracking Tools on Defendant’s Websites.

What Are the Settlement Class Member Benefits? Settlement Class Members who file a valid and timely Claim Form are eligible to receive one of **either** (1) a \$10 cash payment **or** (2) a \$25 voucher for the purchase of Defendant’s services or products. More information, including a copy of the Settlement Agreement, is available at www.LifeMDSettlement.com.

How To Get Benefits? The only way to receive benefits is to file a claim. To file your claim online or to get a paper Claim Form, visit the website at www.LifeMDSettlement.com or call 1-888-850-2224. To be eligible, you must complete and submit a valid Claim Form, postmarked or submitted online, on or before **September 22, 2025**.

Your Other Options? If you do nothing, you will remain in the class, you will not be eligible for benefits, and you will be bound by the decisions of the Court and give up your rights to sue

Defendant for the claims resolved by this settlement. If you do not want to be legally bound by the settlement, you must exclude yourself by **September 22, 2025**. If you stay in the settlement, you may object to it by **September 22, 2025**. A more detailed notice is available to explain how to exclude yourself or object. Please visit www.LifeMDSettlement.com or call 1-888-850-2224 for a copy of the more detailed notice.

The Final Fairness Hearing? The Court has scheduled a hearing in this case (*W.M.F. & Matthew Marden v. LifeMD, Inc.*, Case No. A-24-906800-C (District Court, Clark County, Nevada) for **September 30, 2025 at 9:00 A.M. PT** to consider: whether to approve the settlement, service award, attorneys' fees and expenses, as well as any objections. You or your attorney may attend and ask to appear at the hearing, but you are not required to do so.

More Information. Complete information about your rights and options, as well as the Claim Form, the Long Notice, and Settlement Agreement, are available at www.LifeMDSettlement.com or by calling toll free 1-888-850-2224.

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