



NEWS RELEASE

## Medifast Announces \$100,000 Grant to The V Foundation for Cancer Research

2014-08-06

OWINGS MILLS, Md., Aug. 6, 2014 /PRNewswire/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss products and programs announced today a \$100,000 grant to **The V Foundation for Cancer Research**, one of the nation's leading cancer research funding organizations.

The grant will support clinical research examining the connection between sleep disruption and an increased risk of cancer. Clinical research will be led by Parveen Bhatti, Ph.D., from the Fred Hutchinson Cancer Center in Seattle, Washington.

"Cancer, in one way or another, has affected us all," said Michael MacDonald, Chairman and Chief Executive Officer of Medifast and a member of The V Foundation Board of Directors since 1999. "At Medifast, we are committed to supporting healthy living and recognize the importance of research to learn more about cancer prevention and treatment. We are thrilled to announce this \$100,000 grant to The V Foundation, which does tremendous work, and are humbled to help advance their mission of finding a cure."

This grant is the product of a multi-faceted partnership between Medifast and The V Foundation, to explore links between obesity and cancer and the impact of healthy living on preventing cancer. The focus on disrupted sleep, which is often associated with obesity, is a first step in looking at some of the factors that may contribute to cancer. The partnership with The V Foundation initiated in February with a company-sponsored March Fly Away Contest, in which Medifast matched its clients' voluntary donations to The V Foundation.

"We are truly grateful for Medifast's generous grant, which will go a long way in helping us continue to better understand and fight this disease," said Susan Braun, CEO of The V Foundation for Cancer Research. "It is because of partners like Medifast and their invaluable support that we are able to continue working toward our goal of finding cures for cancer, together. "

## MED-G

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

### About The V Foundation:

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has funded more than \$115 million in cancer research grants nationwide. It awards 100 percent of all direct cash donations to cancer research and related programs. Due to generous donors, the Foundation has an endowment that covers administrative expenses. The Foundation awards peer-reviewed grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit [www.jimmyv.org](http://www.jimmyv.org).

Logo - <http://photos.prnewswire.com/prnh/20120613/NE24271LOGO-b>

Logo - <http://photos.prnewswire.com/prnh/20140806/133879>

SOURCE Medifast, Inc.