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NEWS RELEASE

Medifast® Announces "Get Healthy at the Harbor" Initiative at Waterfront Wellness Series

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OWINGS MILLS, Md., May 26, 2015 /**PRNewswire**/ -- **Medifast, Inc**. (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, today announced its "Get Healthy at the Harbor" initiative in conjunction with its title sponsorship of the Waterfront Wellness Series.

Waterfront Partnership's annual wellness series offers free fitness classes along Baltimore's Inner Harbor throughout the summer. In addition to the free fitness classes, Medifast will provide its "Get Healthy at the Harbor" programming, including health information sessions and cooking demonstrations, to be held on select weekends during this year's series.

At the health information sessions, Medifast dietitians and its behavioral specialist will cover an array of topics including "Maximizing Your Hydration Status" and "How to Handle Stress". Additional programming will feature

Celebrity Chef and LaCakerie Owner Jason Hisley leading cooking demonstrations. Chef Hisley will provide tips and free samples of his wholesome and healthy recipes created just for Medifast. All of Medifast's "Get Healthy at the Harbor" programming is free for participants.

"We are thrilled to partner with Waterfront Partnership as it launches the fourth year of the Wellness series," said Michael C. MacDonald, Chairman and Chief Executive Officer of Medifast. "Our joint mission to provide long-term health and wellness for everyone in our community makes this program a natural fit for Medifast. By adding the nutritional piece to the already popular fitness program, we hope to make an even larger impact on the health and wellness of Baltimore residents."

Medifast will also launch a special incentive program to promote participation in the Waterfront Wellness classes. Fitness class attendees will be rewarded for participation at four different levels with health and fitness related prizes including a yoga mat, exercise ball, a nutrition consultation with a Body Composition Analysis, two weeks of Medifast food, and a FitBit® or Aria™ Smart Scale. (For Terms & Conditions see **http://www.waterfrontwellnesswithmedifast.com**)

Waterfront Wellness kicked off May 23 and takes place from 8 to 10 a.m. every Saturday and Sunday through September 20 at West Shore Park. There are also classes Tuesday at 6 p.m. and Wednesday at 5:30 p.m. throughout the summer at Pierce's Park. The free classes include Yoga, Barre, Boot Camp, Dance, Parkour and Kayaking. Participants of all skill levels are welcome and should bring their own mats and water.

For more information about Medifast's "Get Healthy at the Harbor" special programming, to enroll in the incentive program, or to register for fitness classes, visit **http://www.waterfrontwellnesswithmedifast.com**.

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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**.

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