



NEWS RELEASE

## Medifast Announces Winner of March Fly Away Contest

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OWINGS MILLS, Md., April 7, 2014 /PRNewswire/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled weight-loss products and programs is pleased to announce Marlene Williams of Austin, TX as the winner of the March fly away contest in partnership with **The V Foundation for Cancer Research**, one of the nation's leading cancer research funding organizations. Williams has won the grand-prize package, which includes two (2) round-trip air transportation tickets, five (5) nights lodging, two (2) tickets to the final games in Dallas, and two (2) tickets to the charity concert at Gilley's in Dallas.

As part of a multi-faceted partnership with The V Foundation, Medifast is funding research grants that explore the link between obesity and cancer and the impact of healthy living on preventing cancer-related diseases.

"The partnership with The V Foundation for Cancer Research has been an extremely rewarding and gratifying experience for Medifast, and we are honored to directly support their work in cancer research," said Mike MacDonald, Chairman and Chief Executive Officer of Medifast. "Our corporate contributions, event partnerships, and client contributions throughout the year combined with our matched funds from participants like Marlene, have helped The V Foundation immensely in their research for a cure for cancer and support of healthy living."

All contributions made by Medifast will directly benefit The V Foundation for Cancer Research. The V Foundation for Cancer Research has funded more than \$115 million in cancer research grants nationwide, with 100 percent of cash donations funding cancer research. For more information about Medifast, please visit [www.MedifastNow.com](http://www.MedifastNow.com).

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### About Medifast:

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven, portion-controlled 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 Statebasketball 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)**.

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