NEWS RELEASE

Medifast Announces Winners of National "Happy Afters" Contest

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OWINGS MILLS, Md., Oct. 16, 2014 /**PRNewswire**/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, weight-loss products and programs, announces the winners of this year's annual Happy Afters contest. The challenge kicked off at the end of March to encourage participants to share their Medifast weight-loss journey. Seven lucky winners were chosen for an all-expenses paid trip to Chicago and were treated to personal shoppers at Nordstrom, makeovers at Anthony Cristiano Salon at Trump Tower, and a photo shoot. Winners will be featured on MedifastNow.com.

"We were thrilled to have thousands of participants nationwide submit their stories and inspired by their determination to achieve their weight-loss goals," said Brian Kagen, Medifast's Executive Vice President and Chief Marketing Officer. "Medifast is always looking for ways to encourage a healthy lifestyle and Happy Afters provided another opportunity to celebrate these life-changing stories. We were impressed with each and every participant; it was difficult to select only seven."

"My life is so much better! I had not realized how good I could feel until I made the decision to invest in myself. I owe all of this to Medifast and to my husband, who inspired me to try it out," said Happy Afters Winner Ruth Ann Somervell.

To learn more about Medifast or view the Happy Afters winners' weight-loss journeys, please visit **www.medifastnow.com**. A new winner of the Happy Afters contest will be unlocked every Monday.

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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**.

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