NEWS RELEASE

Medifast Appoints Vice President, Medifast Direct

2014-11-03

OWINGS MILLS, Md., Nov. 3, 2014 /**PRNewswire**/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss products and programs, announces the appointment of Kenneth Kopp as Vice President of Medifast Direct. As Vice President, Kopp will direct overall sales and profits of Medifast's direct response channel. Areas of focus will include P&L oversight, web and marketing content strategy, promotional campaign development, and customer journey management. Kopp will follow the ongoing process of testing, measuring, and improving initiatives to grow customer acquisition and retention.

Kopp has more than 20 years of direct-to-consumer experience, including several years at Guthy|Renker, one of the largest direct response firms in the world. Previously, he served as Founder and Vice President of Marketing for Matrix Media Consultingin Los Angeles, Ca. Kopp has helped to grow many notable companies, including Warranty Corporation of America, a division ofAsurion Corp, and Western International Media, where he worked with clients such as Verizon, Toyota Motors, MCA Universal, and Tyson Foods.

"We are excited to announce the addition of Kenneth Kopp to our team," said Meg Sheetz, Medifast's President & Chief Operating Officer. "Ken's proven track record of driving consumer interest, increasing loyalty, and enhancing lifetime value make him an instrumental addition to our leadership team."

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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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