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NEWS RELEASE

Medifast® Celebrates Nutrition Month with New Cookbook Featuring Flavorful, Nutritionally Balanced Recipes

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OWINGS MILLS, Md., March 21, 2016 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, is excited to celebrate March's Nutrition Month with the launch of a premier Medifast cookbook, *Simply Well™: An Everyday, Healthy Cookbook* ©. It is designed to spice up meals while offering customers healthy choices to keep them feeling full and satisfied.

This new cookbook from Medifast includes more than 30 nutritionally balanced lean and green recipes, organized by mealtime, ranging from savory entrees to delectable desserts. Also included is a bonus section of Medifast Meal Makeovers, showcasing a healthier twist on classic dishes that incorporate Medifast's wide variety of products.

"We recognize people are at different points in their weight management journey, whether they're eating strictly Medifast meals or incorporating additional healthy meals they are preparing for themselves," said Michael C. MacDonald, Chairman and Chief Executive Officer of Medifast. "This cookbook was designed with a wide variety of customer needs in mind. We wanted to make it clear that eating healthy doesn't have to be boring, nor does it have to be a chore - it should be enjoyable and always in reach."

Medifast's Simply Well™ cookbook was crafted to help showcase the ease, variety and freedom of the Medifast Achieve plan. Medifast's registered dietitians and co-authors, Alexandra Miller and Charlotte Martin, share general weight loss and health tips throughout the book, ranging from why spices aid in weight loss to why exercise and hydration are so important to overall health.

The new Simply Well™ Medifast cookbook is available for purchase for \$22.95 at <http://bit.ly/1KfNres>. To learn more about Simply Well™ and Medifast, please visit medifastnow.com.

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About Medifast®:

Medifast (NYSE: **MED**) is the leading easy-to-use, clinically proven provider of weight-loss and healthy living products and programs. Medifast aims to help customers lead a healthier lifestyle through a holistic approach to weight-loss and weight management, nutrition education and fitness. Medifast's proven results are based on the use of structured meal plans featuring Medifast Meals, which are nutritionally designed to assist customers with successful weight-loss and weight management. 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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