



NEWS RELEASE

Medifast Chairman & CEO Mike MacDonald Nominated to Direct Selling Education Foundation Board of Directors

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OWINGS MILLS, Md., May 19, 2014 /PRNewswire/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled **weight-loss** products and programs, today announced that Chairman and CEO Mike MacDonald has been nominated to the **Direct Selling Education Foundation** Board of Directors, and is expected to be elected on June 1.

The Board consists of men and women who advocate the principles of the Direct Selling Education Fund. They represent institutions of higher learning, consumer advocacy organizations, and corporate leaders of the direct selling industry. MacDonald's nomination expands his involvement with the Direct Selling Association, where he has served as a member of the Board of Directors since 2013.

"For many years, Medifast, through its Take Shape For Life division, has worked hard to uphold the ideals which have been the driving force behind the DSEF," said Mike MacDonald, Chairman and CEO of Medifast. "I am pleased to have the opportunity to help lead this organization in advancing consumer advocacy initiatives, expanding the understanding of direct selling principles, and driving the commitment to ethical practices."

"Mike's nomination to the DSEF Board of Directors is a continuation of his leadership with the Direct Selling Association, where he was appointed to the Board of Directors in 2013," said Joseph Mariano, Direct Selling Association President. "Take Shape For Life, a division of Medifast, was honored as a Top 20 largest Direct Selling Association company for 2014, and was awarded the Excellence in Salesforce Development - Business Tools Ethos award in 2013. We are thrilled to continue to leverage Mike's expertise with his nomination to the DSEF Board of Directors."

Take Shape For Life offers Clients a complete weight management and optimal health solution with the one-on-one support and mentoring of a personal Health Coach. As a member of the Medifast Board of Directors since the inception of the Take Shape For Life division, and since his appointment as Medifast's Chairman & CEO, MacDonald has overseen the consistent growth of the division. Today, Take Shape For Life is comprised of more than 11,000 Health Coaches who support Clients across the United States.

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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**.

About Take Shape For Life:

Take Shape for Life is the direct selling division of Medifast. Through Take Shape For Life, Clients can get a free personal Health Coach and mentor to guide them throughout the processes of weight loss, weight management, and the cultivation of lasting, healthy habits as defined by co-founder Dr. Wayne S. Andersen and the Habits of Health System. To learn more, log onto **www.TSFL.com**.

About Direct Selling Education Foundation:

The DSEF engages and educates the public about how direct selling empowers individuals, supports communities and strengthens economies worldwide. The Direct Selling Education Foundation advocates a fair, educated and ethical direct selling marketplace that delivers multi-faceted programming aimed at the contemporary issues facing direct selling companies and consumers in a global marketplace. To learn more, log onto **<http://www.dsef.org>**.

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