NEWS RELEASE

Medifast Chairman and Chief Executive Officer Michael MacDonald Appointed to Direct Selling Association Executive Committee

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OWINGS MILLS, Md., Oct. 7, 2014 /**PRNewswire**/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven **weight-loss** products and programs, today announced that Chairman and Chief Executive Officer, Michael MacDonald, has been named to the **Direct Selling Association** (DSA) Executive Committee for the 2014- 2015 year. The DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers.

"I am honored to serve alongside esteemed business leaders who represent the best in the direct selling industry," said MacDonald. "As a member of the Executive Committee, I look forward to continuing to build and grow this highly respected association while promoting ethical practices throughout the direct selling industry."

"We're thrilled to invite Mike to be part of the Executive Committee," said Joseph Mariano, DSA President. "Mike's most recent appointment was based on his recognized leadership and vision at Take Shape For Life, as well as his commitment to guide the association and spearhead initiatives relevant to DSA's mission. We look forward to continuing to leverage Mike's expertise, as we continue to grow the association and better the direct selling industry."

In addition to serving on its Executive Committee, MacDonald currently serves on the Board of Directors of the DSA's Direct Selling Education Foundation, a foundation dedicated to educating and engaging the public on how direct selling empowers individuals, supports communities and strengthens economies internationally.

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About Medifast

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven, 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 Association

Direct Selling Association (DSA) is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Among its more than 240 active and pending members are companies selling both via a party-plan method and in the traditional person-to-person style. In 2011, U.S. direct sales were more than $29.87 billion with nearly 16 million direct sellers nationwide. The vast majority are independent business people—micro-entrepreneurs—whose purpose is to sell the product/service of the company they voluntarily choose to represent. Approximately 90 percent of direct sellers operate their business part-time.

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