



NEWS RELEASE

Medifast Conducts National Survey on Summer Eating Habits

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OWINGS MILLS, Md., June 26, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled weight-loss products and programs, announces the results of a national survey on summer eating habits. According to the findings, Americans, while conscious of their calorie consumption, are still choosing to enjoy summer celebrations along with most of the traditional favorite foods. Results show 64% of participants are conscious of calorie consumption at a barbecue while 36% don't care.

The poll surveyed over 2,000 men and women over the age of 18 and asked how they plan to enjoy this popular summer pastime. The survey revealed not only their perceptions on caloric intake, but also their favorite foods at barbecues and most popular activities. Burgers topped the menu choices with 77% of barbecues including this family favorite. 53% planned on hot dogs while 45% enjoyed chicken or beef kabobs. More than 63% of participants were most likely to just sit and eat at a barbecue while 16% of those surveyed planned to swim and 5% were likely to participate in volleyball.

The survey entitled, "The Skinny on Summer BBQs: America's Summer Calorie Count" reflects in many ways what men and women over the age of 18 are eating and drinking over the summer, while also testing their knowledge on the amount of calories they are consuming. "It is helpful to get a view of what people tend to eat and drink over the summer," said Brian Kagen, Medifast's Executive Vice President & Chief Marketing Officer. "This survey helps us get closer to consumer habits so we can work with our nutrition and wellness teams to offer healthier alternatives without sacrificing the fun of summer gatherings. Our goal is to remind consumers that by making a few simple modifications and practicing portion control they can still enjoy many of the traditional favorites."

Other key findings of the **survey** include:

- 52% plan on attending 1-3 barbecues this summer, 32% plan on 4-8, and 16% plan on attending more than

8 barbecues this summer.

- When asked how many calories are in a burger or hot dog, 2% think between 50-150 calories, 15% think between 150-300 calories, 42% think between 300-450 calories, 32% think between 450 -750, and 9% think above 750 calories.
- Fruit Salad was the most popular dessert with 31% of respondents enjoying it, 25% enjoy brownies or cookies, 22% choose ice cream, and 5% select popsicles.

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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**.

SOURCE Medifast, Inc.