



NEWS RELEASE

Medifast® Declares 2016 "Your Year" in New Ad Campaign

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OWINGS MILLS, Md., Jan. 7, 2016 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, today announced plans for a new national advertising campaign entitled "Your Year." Backed by customer insights, the campaign introduces new television and digital assets that allow people to see what their own weight loss success might look like, rather than just hearing about the success of others. This fresh approach for 2016 demonstrates Medifast's continued growth and ingenuity leading into 2016.

"Our customers are at the forefront of our planning process," said Michael MacDonald, Chairman and Chief Executive Officer, Medifast, Inc. "We are making 2016 the year of the customer, with a campaign that engages people by capturing Medifast as more than a weight loss brand, but also as a brand that helps people envision and achieve their healthy living goals."

Featuring new imagery and graphics, the "Your Year" campaign uses contemporary flare and energy to show the simplicity of the Medifast Achieve plan. Introducing a more lighthearted and youthful approach, the new creative campaign is designed solely using animation. The campaign takes the viewer through an imaginative, yet aspirational, calendar journey capturing personal highlights and milestones along the way.

The campaign will feature a new Direct Response television commercial, updated website content and digital advertising, and other new marketing assets. These elements work together, using captivating graphics and the lure of what future weight loss success would look like, month by month, season by season.

To celebrate the momentum heading into the New Year, Medifast will ring the closing bell at the New York Stock Exchange (NYSE) on Thursday, January 7th.

For more information visit www.MedifastNow.com.

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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