NEWS RELEASE

Medifast Expands Franchise Weight Control Centers

2014-01-09

OWINGS MILLS, Md., Jan. 9, 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 the opening of five new franchise locations in Alabama and Louisiana, which will be owned and operated by Team Wellness CEO, Neal Smith.

"The continued addition of franchised Medifast Weight Control Centers is consistent with our long-term growth strategy and increases the delivery of our services," said Michael MacDonald, Chairman and CEO of Medifast. "By growing the footprint of our Weight Control Centers, we stand to reach more Americans, supporting them in their transition to, and maintenance of, healthier lifestyles."

Medifast Weight Control Center programs focus on an individual's specific needs, maximizing plan effectiveness and enabling lasting results. These individualized plans are tailored to a person's health, body composition, goals, and attitude. Medifast'sproducts and programs are rooted in science and medical research and are designed to help individuals lose weight safely while seamlessly integrating into their busy lifestyles. The one-on-one counseling provided at Medifast Weight Control Centers provides support to assist customers in maintaining healthy lifestyles for the long term.

Medifast Weight Control Centers are located in 14 states, including Alabama, Arizona, California, Delaware, Florida, Louisiana,Maryland, Minnesota, New Jersey, North Carolina, Pennsylvania, Texas, Virginia, and Wisconsin. For more information and to find the nearest Medifast Weight Control Center, log onto **http://www.medifastcenters.com**, or call 1-888-Y-MEDIFAST.

MED-G

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.