NEWS RELEASE

Medifast Inc. Launches Digital Campaign with Reality TV Chef

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OWINGS MILLS, Md., July 7, 2014 /**PRNewswire**/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled weight-loss products and programs, announces a new weekly Web series, The Front Burner™, hosted by reality TV chef and owner/executive chef of acclaimed La Cakerie bakeries, Jason Hisley. The series officially launches this week with new episodes posted each week.

The new social media campaign features Medifast Lean & Green™ Meal recipes as well as Medifast Meal makeovers created by Chef Hisley, and will air on Medifast's YouTube channel. Chef Hisley, who lost 40 lbs* at a Medifast Weight Control Center, will demonstrate how consumers can create healthier meals and will provide insight for those seeking a flavorful meal without adding calories.

"Launching this new Web series with a renowned chef, Medifast is able to share healthy recipes and unique ways to include our wide variety of food choices in meal preparation," said Brian Kagen, Medifast's Executive Vice President & Chief Marketing Officer. "Chef Hisley has not only been willing to share his experience and success with Medifast, but he has brought a high energy and creative flair to our brand in creating these easy and delicious alternatives."

"While it can be a challenge owning a bakery and maintaining my weight, I'm able to do it because of what I learned withMedifast," said Chef Hisley. "I'm looking forward to working with Medifast's nutrition team to create healthy meals without sacrificing flavor."

For more information on Chef Jason Hisley, Medifast, or to access the first webisode of The Front Burner™, please visit**http://www.medifast1.com/the-front-burner/index.jsp**.

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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 Chef Jason Hisley

Chef Jason Hisley is the winner of a reality TV cupcake competition and is the the executive chef and owner of the acclaimed La Cakerie, a bakery in Maryland. In 2012, the pastry chef lost 40 lbs at a Medifast Weight Control Center and won his own competition for good health. Medifast helped ignite his weight loss, and his professional experience combined with his success with Medifast make him a perfect fit for the new cooking series, The Front Burner™. *Results vary. Typical weight loss is 2-5 lbs per week for the first 2 weeks, and then 1-2 lbs per week thereafter.

SOURCE Medifast, Inc.