NEWS RELEASE

# Medifast, Inc. to Participate in the 17th Annual ICR XChange Conference

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OWINGS MILLS, Md., Dec. 30, 2014 /**PRNewswire**/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled weight-loss products and programs, announced today that Michael C. MacDonald, Chairman and Chief Executive Officer, Meg Sheetz, President and Chief Operating Officer, and Timothy Robinson, Chief Financial Officer, will present at the 17th Annual ICR XChange Conference on Tuesday, January 13, 2015 in Orlando, FL.

The presentation is scheduled to begin at 10:30 am ET. The presentation will be broadcast live over the Internet hosted at the Investor Relations section of Medifast's website at **www.MedifastNow.com**, and will be archived online through Tuesday, January 27, 2015.

## About Medifast

Medifast, Inc. (NYSE: MED) is a leading United States manufacturer and provider of clinically proven and easy-to-use weight-loss and weight-maintenance products and programs. 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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SOURCE Medifast, Inc.