NEWS RELEASE

Medifast, Inc. to Participate in the Canaccord Genuity 34th Annual Growth Conference

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OWINGS MILLS, Md., July 31, 2014 /**PRNewswire**/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven, weight-loss products and programs, announced today that Michael C. MacDonald, Executive Chairman and Chief Executive Officer, and Timothy Robinson, Chief Financial Officer, will present at the Canaccord Genuity 34th Annual Growth Conference on Thursday, August 14, 2014 in Boston, MA.

The presentation is scheduled to begin at 2:00 pm 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 Thursday, August 28, 2014.

About Medifast

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven, 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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