



NEWS RELEASE

Medifast Joins Waterfront Partnership in Bringing Free Fitness Classes to the Inner Harbor

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BALTIMORE, Feb. 23, 2015 /PRNewswire/ -- **Waterfront Partnership** is pleased to announce **Medifast, Inc.**, a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs based in Owings Mills, Md., has signed on as the title sponsor for the Partnership's Waterfront Wellness series. The annual series, which offers free fitness classes along the Waterfront on weekends throughout the summer, returns May 23, 2015.

"We are excited to partner with Waterfront Partnership as it launches the fourth year of the Wellness series," said Michael C. MacDonald, Chairman and Chief Executive Officer of Medifast. "Our joint mission to provide long-term health and wellness for everyone in our community makes this program a natural fit for Medifast. We hope that with our support, Waterfront Partnership will be able to grow the series and help even more Baltimore residents take the first steps toward being more active."

With the support of Medifast, Waterfront Partnership will add a nutritional component to this year's series, which has been primarily focused on the exercise element of healthy living. In addition to the high-quality, free fitness classes Waterfront Wellness participants have come to love, nutritional information, product sampling, giveaways, and meal-makeover cooking demonstrations will be included in this year's programming.

"Waterfront Wellness began in 2012 as an initiative to make fitness accessible to everyone, especially those who may not be able to afford an expensive gym membership," said Laurie Schwartz, president of Waterfront Partnership. "Now, thanks to the support from Medifast, we're thrilled to add the nutritional piece and make this program even more beneficial to the community."

Waterfront Wellness kicks off May 23 and will take place every Saturday and Sunday through September 20 at West Shore Park. Classes and studio partnerships are still being confirmed, but favorites like Yoga with Charm City Yoga and Parkour with Urban Evolution will be returning. Participants of all skill levels are welcome and should bring their own mats and water. For more information and to register for classes, visit www.waterfrontpartnership.org.

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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.

About Waterfront Partnership of Baltimore

Waterfront Partnership is the proud steward of Baltimore's crown jewel, its Inner Harbor and Waterfront. We're lean, nimble and effective; the only organization that wakes up every day, rolls its sleeves up and gets to work on new ways we can make Baltimore's Waterfront even more active, attractive and appealing. We're the hosts who greet visitors, the creators of programs and promotions and managers of our beautiful parks. We encourage investment in Baltimore's most celebrated asset so it can continue to grow, to serve as a place of pride and the place where Baltimoreans come together to recreate and to celebrate. For more information, visit www.waterfrontpartnership.org.

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