NEWS RELEASE

Medifast Launches Flavors of Home™ Meals

2014-03-25

Owings Mills, MD (March 25, 2014) - **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled weight-loss products and programs, is proud to announce a new line of meals to complement Medifast's many weight-loss and weight management programs. The new Flavors of Home™ line will feature three meal choices: Turkey Meatball Marinara, Chicken with Rice & Vegetables and Chicken Cacciatore.

The new Flavors of Home™ meals are designed to be consumed as the "1" on the Medifast 5 & 1 Plan®. With the right portions of lean protein, vegetables, and fat, each meal ranges between 290 and 300 calories, can be conveniently stored at room temperature, and is microwaveable.

"Medifast's Flavors of Home™ meals offer the perfect solution for our on-the-go customers who don't always have time to cook a well balanced meal," said Michael C. MacDonald, Chairman and Chief Executive Officer of Medifast. "Our new Flavors of Home™ meals fit our customers' need for delicious, convenient mealtime solutions when life gets busy."

In addition to Flavors of Home™, Medifast has also introduced two new Mashed Potatoes meal replacement products. The new Mashed Potatoes are available in two flavors: Garlic and Sour Cream & Chive. The products are available for purchase at**medifastnow.com**, through a free **Take Shape For Life** Health Coach, or at a **Medifast Weight Control Center**. To learn more about Medifast and the Flavors of Home™ meals and the Mashed Potatoes meal replacements, please visit www.medifastnow.com.

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**.