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NEWS RELEASE

Medifast Launches New "Your Whole World Gets Better" Advertising Campaign

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OWINGS MILLS, Md., Jan. 8, 2015 /**PRNewswire**/ -- **Medifast, Inc**. (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss and healthy living products and programs, today announced the launch of its new advertising campaign, "Your Whole World Gets Better™," which mixes Medifast weight-loss success stories with humorous active living vignettes to illustrate the positive impact achieving and maintaining a healthy weight can have on all aspects of your life.

"Your Whole World Gets Better" is the brainchild of Medifast and their marketing Agency of Record, GKV. The campaign kicks off with three 30-second television spots, executed by Poertner Productions and airing nationally. The TV commercials will be accompanied by digital banner ads, new website design elements, direct mail and email marketing, and social media components that utilize the hashtag #worldgetsbetter.

"Each of our new commercials offers a fresh, innovative take on one of our Medifast success stories," said Michael

MacDonald, Chairman and CEO of Medifast. "We look forward to seeing the entire campaign unfold over the course of the year."

The first spot, "Tennis," features Medifast customer Ruth Ann Somervell, who lost 62 pounds* enjoying tennis with her husband and really enjoying the great outfits she can now wear. The second spot, "Basketball," stars Medifast customer Johnny Taylor, who lost 27 pounds*, just enough to give his young son a little competition on the basketball court. And for the third spot, "Swing," viewers will find Medifast customer Cassandra Echevarria, who lost 36 pounds*, whooping it up on a playground swing to the chagrin of three little girls waiting their turn.

"We're very excited about our new advertising campaign," said Brian Kagen, Chief Marketing Officer of Medifast. "We've always believed strongly in demonstrating the effectiveness of our products and programs by highlighting real life Medifast customers in our commercials. This new campaign stars three fantastic Medifast success stories while introducing some humorous and inspirational 'Your Whole World Gets Better' moments."

The three television spots, which will air nationally, can be found hyperlinked here: **Tennis**, **Basketball** and **Swing**. For more information about Medifast, visit: **www.MedifastNow.com**.

*Results vary. Typical weight loss is 2-5 lbs per week for the first 2 weeks and 1-2 lbs per week thereafter.

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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 health coach 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**.

Logo - **http://photos.prnewswire.com/prnh/20120613/NE24271LOGO-b**

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