



NEWS RELEASE

Medifast Named a SmartCEO Future 50 Blue Chip Award Winner

2014-01-27

OWINGS MILLS, Md., Jan. 27, 2014 /PRNewswire/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled **weight-loss** products and programs, today announced that it has been named a Future 50 Blue Chip Award Winner by SmartCEO magazine.

The highly anticipated annual award recognizes 50 fast-growth mid-sized companies, five large Blue Chip companies, and five small Emerging Growth companies in the Baltimore region. As a Blue Chip Award winner, Medifast was recognized for its continued growth and focus on enhancing the customer experience to make healthy nutrition and lifestyle a reality for its customers.

"Medifast has continued to evolve to enhance our strategic priorities and support our long-term growth and profitability goals," said Mike MacDonald, Chairman & Chief Executive Officer. "As we look ahead over the next five years, we plan to expand to new markets domestically and globally, capitalize on our multi-channel approach, and introduce new products and programs to help more people in new places reach their weight and health goals."

SmartCEO Future 50 winners are chosen based on a three-year average of employee and revenue growth. The 2014 Baltimore Future 50 winners collectively generated \$2.3 billion in annual revenue, experienced a 34.8% average three-year revenue growth, and employed 14,045 individuals. This is the third year that Medifast has been named to the Future 50.

As part of the recognition, Medifast was featured in the January/February issue of Baltimore **SmartCEO** magazine and was celebrated at an awards ceremony on January 23.

MED-G

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**.

SOURCE Medifast, Inc.