



NEWS RELEASE

Medifast Partners With Usablenet on New Mobile Experience to Kick-Start Customers' New Year Resolutions

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NEW YORK, NY -- (Marketwired) -- 01/13/14 -- **Medifast**, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled weight-loss products and programs, teamed up with technology provider **Usablenet** to launch its first mobile site. The new mobile site aims to assist health conscious customers on their weight management journey by providing easy access to products, guidelines, and recipes, anytime, anywhere from mobile devices. With many Medifast customers making purchases online, and a growing percentage of purchases already coming via mobile, Medifast has taken a solid step forward toward its goal of being a world-class e-commerce company. The new site features e-commerce-enabled product browsing and a large number of personalized weight-loss plans, which are optimized and easy to read on mobile devices.

"We are excited to start the year with a lot of momentum," said Joel Layton, Vice President - eCommerce & Digital Marketing at Medifast. "Accessibility and personalization have always been priorities at Medifast and we see huge value in integrating mobile and multi-channel functionality into our go-to-market strategy. Mobile accessibility will help our customers reach their weight loss goals with information readily available on personal devices at all times."

"Mobile is an essential tool for brands to implement in creating a substantive conversation with their customers," said Usablenet CMO Carin van Vuuren. "What is most exciting about our work with Medifast is creating a personalized mobile experience for those engaged in their weight-loss journey. We believe Medifast is leading the charge in their industry by offering customers a mobile tool to keep their weight-loss goals top of mind."

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**.

About Usablenet

Usablenet is a global technology leader for mobile and multi-channel customer engagement. Usablenet's powerful platform enables leading companies in all sectors to create compelling experiences for their customers across multiple channels, including mobile, tablet, social, and in-store kiosks. Usablenet customers include J. Crew, Aeropostale, M&S, ShopHQ, American Airlines, Dell, and FedEx. Founded in 2000, Usablenet is a private company headquartered in New York City with offices in Los Angeles, Italy and London. For more information, visit us at **<http://www.usablenet.com>** or on Twitter **@Usablenet**.