



NEWS RELEASE

Medifast Selects GKV As Agency Of Record

2014-10-13

BALTIMORE, Oct. 13, 2014 /PRNewswire/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven weight-loss products and programs has named GKV, a full-service marketing agency, as Agency of Record.

GKV will work with the Medifast team on the development of the 2015 multi-media campaign. Medifast will tap into a comprehensive set of GKV's in-house capabilities, including market research; strategic planning; branding; creative development, including TV, radio, print and digital; and direct response.

"GKV is beyond thrilled to be selected by Medifast as its new Agency of Record," stated Roger L. Gray, Chairman and CEO of GKV. "GKV's tried and true Challenger Brand Philosophy is a perfect fit for Medifast as it squares off against competitors for market share and growth. Together, we intend to challenge the category status quo, increase brand preference, drive sales and shareholder value, and perhaps, most importantly help educate consumers about the Medifast products and programs that will enable them to live healthier and happier lives," continued Gray.

"From the start of this very competitive review process, GKV's passion for our business and our brand came across loud and clear," stated Brian Kagen, Executive Vice President/Chief Marketing Officer of Medifast. "The GKV team demonstrated a strong knowledge base of the category, compelling concepts to grow each of our business segments, and a commitment to providing the resources and professionals we need to succeed in the future. We are excited to further expand our capabilities and leverage the many initiatives and innovations in our pipeline," said Kagen.

"We are very excited to have GKV on board," said Mike MacDonald, Chairman & CEO of Medifast. "As our

comprehensive agency partner, GKV will be tasked with adding value across our entire business and we look forward to tapping their expertise."

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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**.

About GKV

GKV is an integrated marketing communications firm specializing in helping Challenger Brands compete in hyper-competitive categories. With billings of more than \$122 million, GKV provides a complete range of communications services, including creative development, graphic design, digital and broadcast production, media planning and buying, digital marketing, community relations, event planning, brand strategy and development, research, public relations, direct marketing, crisis communications, grassroots, and social media. GKV's diverse international client roster includes companies within the broadband, defense/technology, gaming, consumer packaged consumer goods, retail, over-the-counter, financial services and health care industries; as well as government agencies, B2B, nonprofits and cause marketing organizations. The agency is headquartered in the Offices @ McHenry Row near Baltimore's Inner Harbor and was founded in 1981. Visit **<http://GKV.com>** or **www.Facebook.com/GKVus**.

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