NEWS RELEASE

Medifast's "Conversations with Yourself" Campaign Wins Gold at Effie Awards Gala

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OWINGS MILLS, Md., June 16, 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 it was honored with the Gold Effie Award for its "Conversations with Yourself" campaign at the Effie Awards Gala in New York City on June 5.

The award is widely recognized as the pre-eminent marketing industry honor and known globally as a symbol of achievement. Other top 2014 winners include Dove, Citibank, Microsoft, Cadillac, Visa, AT&T, and Oreo among others.

The campaign, "Conversations with Yourself," shared the weight-loss journeys of three Medifast clients, and started with them asking themselves, "What if I could have a conversation with my leaner, healthier self?" Eschewing the industry norm of celebrity endorsements, Medifast worked with Minneapolis-based branding and advertising agency, Solve, to create the inspirational stories of weight loss and the emotions of success, dedication, and achievement.

"The Effie is a premier award, and being recognized among some of the top companies in the world is an honor," said Michael MacDonald, Chairman & Chief Executive Officer, Medifast, Inc. "We believe in presenting a relatable view of the weight-loss and weight-management journey and showing how consumers can achieve results with Medifast products and programs. This award is a testament to the hard work of our clients, our marketing team, and our partners."

"As we explored the true motivation with Medifast consumers, we realized that ultimately, weight loss allows you to become the person you want to be, an idea reflected through the "Become Yourself" tagline we created. Armed with this insight, we worked together to capture the emotional weight-loss journey through the stories of real people," said John Colasanti, Chief Executive Officer, Solve.

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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.