



NEWS RELEASE

Medifast's New Parking Spots Encourage Healthier Choices

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OWINGS MILLS, Md., Nov. 26, 2014 /PRNewswire/ -- **Medifast, Inc.** (NYSE: MED), a leading United States manufacturer and provider of clinically proven, weight-loss and healthy living products and programs, announces the launch of its #BestSpot in the Lot health and wellness initiative. The #BestSpot fitness campaign will inspire the community to become more active by rethinking the common view that the closest parking spaces are the best.

As a part of the campaign, Medifast has redesigned parking spaces farthest away from storefronts at local shopping centers throughout Maryland. This will encourage shoppers and employees to squeeze in extra exercise by walking the longer distance from their car to the store.

"Winter weight gain is a concern for many and research tells us that most Americans never lose the weight they gain around the winter holidays. On top of that, the busy holiday season makes it extremely hard to hit the gym or exercise," said Jen Christman, a Registered Dietician and Clinical Nutrition Manager at Medifast. "The goal of our



#BestSpot in the Lot campaign is to inspire the community to be more active in their daily routine. During the holidays, many people are already out shopping, so parking farther away is an easy way to sneak in more exercise. Every extra step helps."

The campaign, which runs through February, spans across Maryland shopping centers with designated #BestSpots at Westview Promenade, Hunt Valley Towne Centre, Waugh Chapel Towne Centre, Annapolis Towne Centre, Turf Valley Towne Square and Towne Centre at Laurel. Customers and employees alike are encouraged to share photos of themselves parked in the new spots with the hashtag #BestSpot.

"We kicked off the campaign with spots at our headquarters and locations in Maryland. We hope to spread the word about this movement during the holidays and winter season and inspire many to take part," said Brian Kagen, Executive Vice President and Chief Marketing Officer at Medifast.

To join Medifast's initiative, follow @Medifast and use the hashtag #BestSpot on Facebook, Twitter and Instagram.

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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.

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