



NEWS RELEASE

## The Daily Record Names Medifast's Michael MacDonald a "Most Admired CEO"

2014-07-21

OWINGS MILLS, Md., July 21, 2014 /PRNewswire/ -- Medifast, Inc. (NYSE: MED), a leading United States manufacturer and provider of clinically proven, portion-controlled **weight-loss products** and programs, is proud to announce that Michael MacDonald, Chairman and Chief Executive Officer, was named as **The Daily Record's Most Admired CEOs**.

The Daily Record award recognizes talented business CEOs and nonprofit executive directors throughout Maryland for their leadership and professionalism. The winners are selected based on their leadership, vision, competitiveness, innovation, community service, financial performance, board service and nonprofit involvement.

At Medifast, MacDonald is instrumental in building the company's strategic direction and making necessary infrastructure investments to support near- and long-term success. Under MacDonald's direction, over 30 new products will be introduced in 2014, the most in the company's history. MacDonald has also initiated the transition of its company-owned weight loss centers to a less capital-intensive franchise model. This provides Medifast a more efficient investment strategy to continue to grow its center distribution channel.

Additionally, MacDonald spearheaded the company's first major international expansion by partnering with MEDIX, a leader in pharmaceutical obesity products in Mexico, to distribute Medifast products in Mexico, South American and Central America. Medifast also furthered its global reach with the recent launch of its e-commerce business channel in Canada.

"Those named Most Admired CEO have more than in-depth knowledge about running a company or organization. They require an extraordinary level of drive and ambition because it is a tremendously challenging job," said Suzanne Fischer-Huettner, publisher of The Daily Record. "They have learned the value of surrounding themselves with great team members, with leaders and employees who believe in the organization's core values and mission. We at The Daily Record are honored to recognize these inspiring individuals."

As of part of the recognition, MacDonald will be honored at a VIP **reception** on Sept. 18 at the BWI Hilton in Linthicum Heights. His profile will appear in a special section of The Daily Record on Sept. 19.

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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](http://www.MedifastNow.com).

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