

For Immediate Release

**MEDIFAST OPENS SEVENTH WEIGHT CONTROL CENTER IN  
DALLAS METRO MARKET**

*Center will offers on-site clinical weight-loss solution*

BALTIMORE, September 20, 2007— Medifast (NYSE: MED), today announced the grand opening of its seventh weight control center in the Dallas metro area on Saturday, September 22, 2007. The new Garland Center is located at 4430 Lavon Drive, Suite 318 Garland, Texas 75040. For more information call 1-888-Y-Medifast or log on to: [www.MedifastCenters.com](http://www.MedifastCenters.com).

Each Medifast Weight Control Center is medically-supervised and has on-site certified counselors who personally work with each individual during their weight loss. Behavior modification tools are also built into the program to help individuals change their overall lifestyles.

“Many individuals need accountability and behavior modification tools when they are on a weight loss program,” says Dr. Lisa Davis, Ph.D., PA-C., Medifast Director of Research and Development. “Behavior modification is a critical component of maintaining long-term weight loss success.”

“Medifast Weight Control Centers offer a proven safe and effective option for consumers who need personal support during their weight loss. Our Forever Slim Programs focus on behavior modification which helps the consumer permanently establish a healthy lifestyle,” says Joe DiBartolomeo, Ph.D., Senior Vice President of Medifast Weight Control Centers.

**About Medifast:**

Medifast Weight Control Centers are corporate owned and operated. Currently there are six weight control centers located in the Dallas Metro Area. Medifast plans to open up an 8<sup>th</sup> Center by December 2007 in Allen Texas; along with six more centers in the Houston Metro Area in the first quarter of 2008.

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven portion-controlled weight loss program. Medifast has been recommended by 15,000 physicians and used by over one million customers. Medifast programs have been proven effective through studies by major university teaching hospitals. Medifast was founded in 1980 and is located in Owings Mills, Maryland.

###

Requests:

Laura Rice  
Medifast, Inc.  
lrice@medifastcenters.com  
1-410-504-8172