

Medifast, Inc. Receives Approval to Sell Medifast Weight Control Centers Franchises in Seven Additional States

OWINGS MILLS, Md., December 17, 2007- /PRNewswire-FirstCall/ -- Medifast, Inc. (NYSE: MED) today announced that the Company has received approval to sell Medifast Weight Control Centers franchises in seven additional states, making the franchise opportunity available in 43 states. Medifast recently received approval to sell franchises in California, Illinois, Maryland, Minnesota, New York, Rhode Island and Virginia.

“The Medifast Weight Control Centers model is supported by an umbrella of brand awareness from our national advertising program. The Centers offer a unique service to individuals looking for a more regimented and supported approach to losing weight,” says Michael S. McDevitt, Chief Executive Officer. “We believe this latest development in our business presents an exciting opportunity for the future growth of the Medifast Weight Control Centers division.”

The Medifast Weight Control Centers program offers structured weight loss and maintenance phases to help patients safely and effectively lose weight and change their eating habits and lifestyle long-term. Patients can expect to lose between 2-5 pounds per week for about \$7 per visit, based upon the purchase of a complete full service program plus the cost of Medifast Meals.

“Medifast Weight Control Centers offers guaranteed results through personal one-on-one support with certified counselors and a medical review, and the latest in fast, safe weight loss,” says Joe DiBartolomeo, Ph.D., Senior Vice President of Medifast Weight Control Centers. “Our exclusive Forever Slim Program tailors plans to meet the individual’s needs, which helps our patients achieve their weight loss goals.”

Jason Properties, LLC, a division of Medifast, now operates 10 corporate-owned Medifast Weight Control Centers in Texas and Florida. The Company plans to open an additional 25-30 corporate-owned Centers over the next two years in selected markets.

For more information on this business opportunity, please visit www.MedifastCenters.com.

Franchisee Requests:

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About Medifast:

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. It is committed to enriching lives by providing innovative choices for lasting health. Medifast programs have been proven effective through studies by major university teaching hospitals. The company sells its products and programs via four unique distribution channels: 1) the web and national call centers, 2) national network of physicians, 3) medically supervised Medifast Weight Control Centers and 4) the Take Shape For Life direct-selling division, a network of health coaches. Medifast was founded in 1980 and is located in Owings Mills, Maryland. For more information, log onto www.ChooseMedifast.com.

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