

Dear Valued Medifast Shareholders,

While Medifast appreciates the recent article in Barron's by Mr. Neil Martin "Medifast Looks Ready to Fatten UP" which outlines the positive outlook for the future, the company has an obligation to our shareholders to correct his continued misstatements of fact in his articles.

Mr. MacDonald, Executive Chairman of the Board announced his resignation and transition of Mr. Michael McDevitt to CEO in March of 2007 not January 2007 in accordance with the Board approved "Succession Plan" filed with the SEC on May 15, 2006 in the Company's 1st quarter 10Q filing.

This succession plan was created over a year prior to Mr. Martin's articles in the First Quarter of 2007. The succession plan was based on the outstanding performance of the management team and also coincided with Mr. MacDonald's formal "Transfer to the Retired List" of the United States Marine Corps, the year he turned 60.

Mr. Martin continues to misstate the timing of Mr. MacDonald's official resignation as the CEO as outlined in our previous letters to the editor that have not been published by Barrons.

The Diabetes weight loss study using Medifast products compared to a recommended ADA reduced calorie program which was conducted by a distinguished researcher from a major University teaching hospital was peer reviewed at the national American Diabetes Association Conference in 2006 and the company has reported that it has been accepted for publication in a clinically credible Diabetes Industry publication during the 1st Quarter of 2008. It is not uncommon for studies to take up to 36 months after the study concludes to ensure proper peer reviews of the clinical data. Barrons now claims that the study was rejected by a medical publication. Medifast has not been notified from any third party that the study was rejected because of the quality of the study. Medifast does not control nor was it consulted in the selection of the publication of the Diabetic Study. This is solely the responsibility of the author and the institution that conducted the study. Medifast discloses all issues to shareholders like the "Succession Plan and Diabetic Study Results and Reviews" if it has a material impact on the company therefore the stock or shareholder value. Medifast has complied with all SEC regulations as it pertains to its disclosures.

This issue was also addressed in our previous letters to the editor of Barrons that have not been published.

Col. Brad MacDonald has a distinguished record of accomplishment as a U.S. Marine Officer for over 28 years. His leadership of Medifast since 1999 has led to over 30 quarters of profitability, making forecast for 6 of the 7 years after restructuring the company and avoiding bankruptcy and improving the market value of the company from less than a million dollars in 1999 to over 100 million at the end of 2006. Shareholders have benefited significantly from his leadership of the Company since 1999.

Mr. MacDonald handpicked Mr. McDevitt to become CEO because of his record of achievement during the previous five years as the VP of Finance and CFO. Mr. MacDonald is delighted that the current leadership team is so talented and technology savvy. Barrons is correct to point out that the company and analysts believe that Mr. McDevitt is making significant progress leading the company to increased revenues and profits for 2008.

The Board of Directors of Medifast continues to support Mr. MacDonald as Executive Chairman and the largest shareholder of Medifast and Mr. McDevitt as the CEO. 2007 has been a year of infrastructure investment and implementing new marketing concepts however despite the failure to make our forecast, we are pleased with the implementation of the succession plan and the investment the company has made to make significant improvements in our business model and results in 2008.

Sincerely,

Michael S. McDevitt
CEO