



Leo V. Williams, III Elected to Direct Selling Association's Board of Directors

OWINGS MILLS, Md., July 17, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Medifast, Inc. (NYSE: MED) today announced that Major General Leo V. Williams, III has been elected to the Direct Selling Association's Board of Directors. Williams is Executive Vice President of Medifast, Inc. and Chairman of the Board of its Take Shape For Life direct-selling subsidiary.

The Direct Selling Association (DSA) is the national trade association for firms that manufacture and distribute goods and services sold directly to consumers. More than 200 companies are members of the association, including many well-known brand names including Medifast/Take Shape For Life. The DSA's mission "To ensure that the marketing by member companies of products and/or the direct sales opportunity is conducted with the highest level of business ethics and service to consumers" is upheld by the Code of Ethics that every member company pledges to abide by as a condition of admission and continuing membership.

Medifast, the leading portion controlled weight loss program, has been helping people lose weight and achieve better health for 25 years. Take Shape For Life, a wholly owned subsidiary of Medifast, Inc., encourages lifelong weight loss maintenance through its network of Certified Health Coaches, who mentor customers during weight loss and offer continued support to maintain results.

"It's a great honor to be asked to serve on this DSA board of directors that helps set the ethical and overarching professional compass for our many member companies, large and small, and tries to ensure that each one has the best possible opportunity to succeed. I look forward, with passion and purpose, to the challenge," stated Williams.

Williams retired from the Marine Corps Reserve in 2004 following 33 1/2 years of service. He received a Bachelor of Science degree from the U.S. Naval Academy in 1970 and a Master of Business Administration degree from Southern Illinois University in 1978. Prior to Medifast, Inc., Williams was a marketing and strategic planning executive with Ford Motor Company, where he was a principal manager on the design teams for Ford's Explorer, Expedition, Escape, Excursion and F-150 Pickup Truck. Williams presently serves as Vice Chairman of the Board, Marine Toys for Tots Foundation and he is a member of the Board of Directors, U.S. Naval Academy Foundation, Maryland Chapter of the American Diabetes Association and Naval Academy Alumni Association Board of Trustees.

About Medifast: Medifast (NYSE: MED) <http://www.choosemedifast.com> 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.

SOURCE Medifast, Inc.

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<http://www.choosemedifast.com>

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