



Medifast, Inc. Named by Forbes as One of 'America's 200 Best Small Companies'

Medifast Ranked #16

OWINGS MILLS, Md., Oct 16, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Medifast, Inc. (NYSE: MED), a provider of leading clinically proven, portion-controlled weight-loss programs, announced it was named as one of "America's 200 Best Small Companies" by Forbes magazine. This is the second consecutive year that Forbes has recognized Medifast, advancing to number 16 on the list this year compared to number 85 last year.

In the article Forbes states, "Our list of the 200 Best Small Companies in America begins with a search for companies that show both sales and earnings growth. Candidates must have annual revenue between \$5 million and \$750 million, be publicly traded for at least a year and have a stock price no lower than \$5. Rankings are based on earnings growth, sales growth and return on equity in the past 12 months and over five years; we dropped companies with fuzzy accounting or looming legal troubles. We also compared the stock performance of each company with that of its peers. Shares of last year's list members outpaced the Russell by 10 percentage points."

Michael S. McDevitt, Chief Executive Officer of Medifast, Inc. commented, "We are extremely pleased to be recognized by Forbes for our achievements over the past year. Medifast would like to thank its employees, board of directors, Take Shape For Life Health Coaches, Medifast Weight Control Centers Franchise partners, and Medical Providers for their dedication and tireless effort to help Americans regain their health. Our commitment to providing innovative and quality Medifast products and diverse programs of support is providing tremendous results by addressing individual customer needs. We look forward to building on this success into the future."

About Medifast:

Medifast (NYSE: MED) is the leading easy-to-use, clinically proven, portion-controlled weight-loss program. Medifast has been recommended by over 20,000 doctors and used by over one million customers since 1980. 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) the Take Shape For Life personal coaching division, 3) medically supervised 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 <http://www.choosemedifast.com>.

Safe Harbor Statement

Please Note: This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally can be identified by use of phrases or terminology such as "intend" or other similar words or the negative of such terminology. Similarly, descriptions of Medifast's objectives, strategies, plans, goals or targets contained herein are also considered forward-looking statements. Medifast believes this release should be read in conjunction with all of its filings with the United States Securities and Exchange Commission and cautions its readers that these forward-looking statements are subject to certain events, risks, uncertainties, and other factors. Some of these factors include, among others, Medifast's inability to attract and retain independent Associates and Members, stability in the pricing of print, TV and Direct Mail marketing initiatives affecting the cost to acquire customers, increases in competition, litigation, regulatory changes, and its planned growth into new domestic and international markets and new channels of distribution. Although Medifast believes that the expectations, statements, and assumptions reflected in these forward-looking statements are reasonable, it cautions readers to always consider all of the risk factors and any other cautionary statements carefully in evaluating each forward-looking statement in this release, as well as those set forth in its latest Annual Report on Form 10-K and Quarterly Report on Form 10-Q, and other filings filed with the United States Securities and Exchange Commission, including its current reports on Form 8-K. All of the forward-looking statements contained herein speak only as of the date of this release.

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