



Medifast Weight Control Centers Open New Location in Dallas, TX

OWINGS MILLS, Md., Dec 01, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Medifast, Inc. (NYSE: MED) today announced the grand opening of a new Medifast Weight Control Center location in Dallas, Tx. The new Medifast Weight Control Center is located at Southlake Shopping Center, 2140 Southlake Boulevard, Suite R, Dallas, Tx 76092. For more information and to find the nearest Medifast Center, log onto <http://www.medifastcenters.com> or call 1-866-655-4144.

"The focus of Medifast Weight Control Centers is to offer a clinically proven, rapid weight-loss program to our clients," said Joseph J. DiBartolomeo, Ph.D., Senior V.P. of Medifast Weight Control Centers. "In fact, our clients can expect to lose an average of up to two to five pounds per week in addition to receiving one-on-one support, weekly motivation and In-Body Analysis."

The heart and soul of the Medifast Weight Control Center concept is one-on-one counseling with a trained staff. The counselor helps each client design a personal program based on their lifestyle. Together the counselor and client determine an achievable weight-loss program based on a personal profile analysis and an in-body scan that shows exactly where the fat is and how much weight the client needs to lose, so there is no guessing.

Medifast Weight Control Centers offer the Medifast Program, which has been recommended by more than 20,000 doctors since 1980, along with a weight-loss services guarantee. Medifast Weight Control Centers offer a proven, safe, and effective option for clients who need personal support during their weight loss.

"Dallas has proven to be a successful market and we're excited to be adding to the Medifast Weight Control Centers' strong presence there," said Michael S. McDevitt, Chief Executive Officer of Medifast, Inc. "The Medifast Weight Control Centers model is growing at a tremendous rate as we now have 25 corporately owned Centers and 12 franchise-owned Centers currently operating."

Medifast's corporately owned Centers are located in Orlando, Fl., Austin, Dallas, and Houston, Tx. Franchised locations of Medifast Weight Control Centers are currently operating in Baltimore, Md., Phoenix, Az., and San Diego and San Ramon, Ca.

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About Medifast Weight Control Centers:

Medifast Weight Control Centers currently operates 25 corporate-owned Medifast Weight Control Centers in Texas and Florida, and sold the rights to 19 franchise-owned Medifast Weight Control Centers in Arizona, California, Maryland, Minnesota and Texas. Further information and locations can be obtained by calling 1-866-655-4144 or visiting <http://www.medifastcenters.com>.

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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