



Medifast Adds Freshly Prepared Brownie to Meal Replacement Line

New dessert option adds to convenience and portability of the Medifast 5 & 1 Plan

OWINGS MILLS, Md., Feb 08, 2010 /PRNewswire via COMTEX News Network/ -- Medifast, Inc. (NYSE: MED), a leading portion-controlled weight-loss program, today announced the launch of Medifast Brownies with real chocolate chips. The new Brownies add to the list of dessert options available on the Medifast 5 & 1 Plan, while also maintaining the nutritional value of Medifast Meals. The Brownies are available for purchase at <http://www.choosemedifast.com/>.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100208/PH51262>)

"The new Brownie is a heart-healthy dessert item that is low in carbohydrates and full of protein. It allows clients to indulge by having a dessert-like treat while staying completely on the Medifast 5 & 1 Plan," said Lisa M. Davis, Ph.D., PA-C, C.N.S., L.D.N., Vice President of Research and Development, Medifast, Inc. "During Medifast's transition and maintenance phases, the new Brownie makes an excellent alternative to high-calorie, high-fat traditional sweets."

Medifast Brownies are completely interchangeable with other Medifast Meals in the popular Medifast 5 & 1 Plan. The Medifast 5 & 1 Plan allows clients to eat five Medifast Meals and one Lean & Green Meal, consisting of lean protein and non-starchy vegetables, each day.

Medifast's new Brownies are complete, fully fortified Medifast Meals, providing the right balance of fiber, vitamins and minerals, and high-quality protein. The brownies are easily transported and ideal for healthy dieters on the go with minimal preparation time.

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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 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 direct-selling 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>.

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's 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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