



March 31, 2011

Medifast, Inc. to Announce Results for the Fourth Quarter and Fiscal Year Ended December 31, 2010

OWINGS MILLS, Md., March 31, 2011 /PRNewswire/ -- Medifast, Inc. (NYSE: MED) a leading provider of clinically proven portion-controlled weight-loss programs, will announce results for the fourth quarter and fiscal year ended December 31, 2010 today, Thursday, March 31, 2011, after market close. The Company will host a conference call to discuss these results with additional comments and details.

The conference call is scheduled to begin at 5:30 p.m. ET on March 31, 2011. The call will be broadcast live over the Internet hosted at the Investor Relations section of Medifast's website at www.choosemedifast.com, and will be archived online through April 14, 2011. In addition, listeners may dial (877) 407-4018 in North America, and international listeners may dial (201) 689-8471. Participants from the Company will be Michael S. McDevitt, Chief Executive Officer, and Brendan Connors, Chief Financial Officer.

A telephonic playback will be available from 8:00 p.m. ET, March 31, 2011, through April 14, 2011. Participants can dial (877) 870-5176 in North America, and international participants can dial (858) 384-5517 to hear the playback and enter passcode 369960.

About Medifast

Medifast, Inc. (NYSE: MED) is a leading provider of clinically proven, portion-controlled weight-loss programs. Medifast has been recommended by over 20,000 doctors and used by over one million clients since 1980. The Company is committed to enriching lives by providing innovative choices for lasting health. Medifast programs have been proven effective through studies by major universities. 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 wholesale physicians and medical practices. Medifast was founded in 1980 and is located in Owings Mills, Maryland. For more information, please visit <http://www.choosemedifast.com>.

SOURCE Medifast, Inc.

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