

For Immediate Release

Friday, February 19th, 2010

Title: FDI responds to Medifast, Inc (NYSE:MED) lawsuit. Promises full-blown attack of truthful information and a relentless defense

Sub title—FDI calls the Medifast, Inc (NYSE:MED) lawsuit 'a turning point' for companies like them who utilize threats and intimidation to silence those who challenge them

San Diego, California

The Fraud Discovery Institute, Inc. announced today in a response to a lawsuit filed recently in San Diego federal court by Medifast, Inc (NYSE:MED) on Wednesday, February 17th, 2010 that the company is reopening their investigation of Medifast, Inc and will zealously continue to release accurate and truthful information about the company. “This is a case study in a much bigger picture,” said Barry Minkow, Co-Founder of the Fraud Discovery Institute, Inc.

“The conspiratorial approach utilized by public companies like Medifast, Inc. needs to be seen for what it is—an all-out attack using threat and intimidation designed solely to silence anyone from speaking critically about their business model, their compensation plan or their alleged misrepresentations.”

The suit also named recognized expert Robert Fitzpatrick who has, in the past, testified on behalf of several State Attorney General’s offices. Mr. Fitzpatrick has been a long-time critic of the multi-level marketing industry and despite not partaking in any “short-selling” he was named in the lawsuit. “If Medifast, Inc. (NYSE:ME) smelled ‘blood in the water’ and thought that somehow the Fraud Discovery Institute, Inc. has lost its ability or will to release accurate, proprietary information they have made a critical error in judgment that will prove costly,” added Mr. Minkow.

“Not costly because of the legal fees associated with law suits such as this but rather in the difficulty they will have in recruiting new coaches which is the key metric for the company. Meaning, when potential recruits know up front the facts relating to things like the company’s failure and attrition rates for ‘coaches,’ the amount of money *not* made by the vast majority of current ‘coaches’ and the lopsided amount of commissions paid to the very few at the top of the scheme, they will simply not be sucked into the scheme.”

FDI also promised the immediate and continuous release of new information on both their main web site www.frauddiscovery.net and their newly formed investigative reporting site www.ibizreporting.com.