

About Us

eDiets.com, Inc. (NASDAQ:DIET) offers online subscription-based weight-loss and healthy eating programs that use a proprietary software system to generate professional advice and information that is unique to each member's needs.

eDiets.com® is the largest subscription-based online diet, fitness and counseling network, and was one of the original marketers of customized fee-based diet programs offered exclusively online. Since December 31, 2004 over 1.9 million consumers have purchased eDiets.com memberships since 1997, and over 13 million opt-in subscribers currently receive the company's leading electronic newsletters and/or eDiets "Watching Your Weight" - a personalized online interactive magazine.

The eDiets.com diet, fitness and counseling network combines convenience, personalization, privacy, and support in an online alternative to traditional weight-loss or healthy eating programs. eDiets.com provides its Members with the highest level of personalized service, complete anonymity, and an unparalleled degree of convenience.

The Company operates a central Internet Web site where consumers may select and switch between an increasing array of proven and popular diet plans from one convenient place, with each and every meal plan custom-tailored to suit. All program resources are readily accessible to each member 24/7/365, including the Company's comprehensive expert and peer-based on and offline support resources. eDiets.com was founded in 1996 and maintains its corporate headquarters in Deerfield Beach, Florida.

What We Do

Understanding that there is no single dietary or fitness program that works for all people, eDiets.com is a one-stop diet destination offering well over a dozen specialized and popular name brand programs that are customized for each individual Member. It does not matter if the Member is a type 2 diabetic, a vegetarian who prefers to dine out, an aspiring gourmet or is interested in a name brand program such as the Atkins Nutritional Approach®, The Slim-Fast® Optima Diet or Trim Kids®, the personalized weekly plans are developed to reflect each Member's unique needs and lifestyle.

All information that each Member enters into his or her personal profile remains completely private. Only Members can access their own private, password-protected files. Members can choose to maintain total anonymity while accessing the support boards, chats & weekly online meetings, or when calling the toll-free Member Support hotline.

As eDiets.com exists entirely online, it is completely accessible 24/7. Without leaving their homes or offices, Members receive the necessary information and support they require to make their dieting and/or fitness endeavor a success.

eDiets.com does not sponsor its own line of food, and weight-loss drugs are not a part of the program. In addition, the Company subscribes to The Health on the Net Foundation Code of Conduct for medical and health Web sites.

MEDIA CONTACT:

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