

eDiets.com, Inc.	(NASDAQ:DIET)
Stock price (2-Mar-05)	\$3.28
52-week range	\$2.19 - \$8.16
Market capitalization	\$68.82 million
Shares outstanding	21.2 million
Institutional ownership	15.9%
Insider ownership	38.3%



Competitive Advantages

- ✓ Choice of name-brand and specialized diets
- ✓ Privacy and convenience of dieting from home
- ✓ Customized meal plans, workout schedules and shopping lists
- ✓ 24/7/365 support from trained professionals
- ✓ Expert advice from dietitians, fitness pros.

About eDiets.com®
eDiets.com, Inc. (NASDAQ: DIET) is a leading online diet, fitness and healthy living destination for consumers seeking personalized advice, information, products and services. Founded in 1996, the company's headquarters are located in Deerfield Beach,

Florida. eDiets.com offers online subscription-based weight-loss and nutrition programs using proprietary software. The programs are designed based upon individual members' personal goals, food preferences and lifestyles. As of December 31, 2004, the company has served over 1.9 million consumers (cumulative, since 1997). In addition, the company distributes a personalized interactive magazine, *eDiets "Watching your Weight,"* along with a family of health and wellness newsletters and to over 13 million opt-in subscribers.

eDiets.com offers a variety of personalized online diet programs including the Atkins Nutritional Approach™, The Slim-Fast® Optima Diet, the Perricone Nutritional Face Lift™, Bob Greene's "Get With The Program!", Bill Phillips' "Eating For Life", the 40-30-30 Nutrition Plan, Trim Kids®, the eDiets.com Alternative to Jenny Craig, and more than a dozen proprietary Healthy Living programs for those with special needs, including the "Living With Diabetes" plan offered in partnership with Bristol Myers Squibb's ChoiceDM® brand.

The company's eDiets.com|SolutionsSM program provides personalized support, and may be used either on a stand-alone basis, or together with any of the other diet plans. Clinical research has proven that individual, one-on-one support featuring structured lessons and self-managed monitoring of calories and exercise can be twice as effective as dieting alone. eDiets' Online/Anytime MeetingsSM provide on-demand expert guidance and inspiration in a streaming video format.

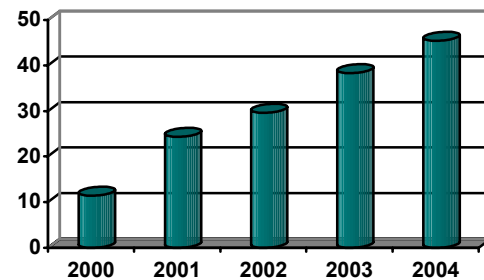
Market Overview

- In 2004, over 65% of the adult population of the U.S. was overweight, compared to approximately 40% in 1980.
- Obesity leads to 300,000+ deaths in the U.S. annually.
- Obesity could account for 15% of all deaths from cancer.
- Obesity creates more health problems than either smoking or alcohol abuse.
- 80% of the online population in the U.S. has looked for health information on the Internet and 65% of those have looked for nutrition, exercise and weight control information.

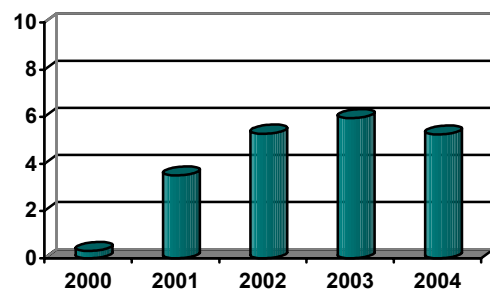
Investment Highlights

- ✓ Gaining market share in growing \$30 billion diet industry.
- ✓ Consistent top-line revenue growth.
- ✓ Opportunities to up-sell loyal customer base.
- ✓ Exclusive licenses with leading diet brands.
- ✓ Highly scalable fixed cost infrastructure.

Revenue Growth (\$ millions)



Shareholders' Equity (\$ millions)



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Selected News Releases

- 1-Mar-2005 eDiets.com® and The Salvation Army to Conduct Second Annual National
- 24-Feb-2005 eDiets.com® Reports Q4 Results
- 14-Feb-2005 eDiets.com® Launches
- 10-Feb-2005 eDiets.com to Report Fiscal Fourth Quarter 2004 Results on Thursday, February 24, 2005
- 3-Feb-2005 eDiets.com® and WomenHeart Unite to Fight Heart Disease
- 3-Feb-2005 eDiets.com® Names President and Chief Operating Officer
- 24-Jan-2005 eDiets.com® Launches Personalized Online Magazine
- 11-Jan-2005 Americans Feel Older Than Their Years, eDiets.com® Survey Finds
- 4-Jan-2005 Bad Habits Easy to Recognize But Hard to Break, eDiets.com® Survey Finds
- 4-Jan-2005 eDiets.com® Kicks Off January "Healthy Living Month"
- 30-Nov-2004 Good Times Bring on Bad Habits, eDiets.com® Holiday Survey Finds
- 29-Nov-2004 eDiets.com® and WomenHeart Team Up to Fight Heart Disease
- 15-Nov-2004 eDiets.com® Wins Multiple eHealthcare Leadership Awards at the 2004 Healthcare Internet Conference
- 15-Nov-2004 President Bush Speaks to eDiets.com®

Forbes Names eDiets.com "Best of the Web"

"Dieters of every stripe will find a regimen at EDiets, designed like a nutrition, fitness and lifestyle Webzine. Choose from among 17 diets, including plans based on Dr. Phil's Shape Up!, Atkins, The Zone, even specialized diets for vegetarians and people with Type 2 Diabetes. Meal plans are specific and robust, with plenty of alternatives, including healthier fast food options for harried dieters. At-home chefs should spring \$1 a week to join the Recipe Club, with an archive of more than 2,000 recipes. The site emphasizes exercise and offers customized fitness plans, even how-to videos on stretches. There's a style section that advises on yoga chic, as well as a fun fitness category that addresses the benefits of pole dancing. Visit dozens of support groups to keep motivated, or join a small coterie of diet buddies with similar interests in the Circle of Winners section. BEST: Magazine-style layout is a breeze to navigate. Bar none, the best customizable diet site on the Net..."



- Forbes Review, March 2004



Analyst Coverage

Steve Gear, Westminster Securities

Top Five Institutional Owners (as of 30-Sept-04)

Fidelity Management & Research Co.
Munder Capital Management
Pequot Capital Management
Ramius Capital Group LLC
Staro Asset Management LLC

Financial Highlights (\$ in thousands, except per share)

	Income Statement Highlights				
	<u>12/31/04</u>	<u>9/30/04</u>	<u>6/30/04</u>	<u>3/31/04</u>	<u>12/31/03</u>
Total Revenues	\$ 11,136	\$ 11,810	\$ 11,385	\$ 11,076	\$ 10,833
Operating Income (Loss)	(106)	(1,399)	(5,496)	(3,050)	1,097
Net Income (Loss)	(59)	(1,363)	(5,469)	(3,013)	1,115
Diluted EPS	\$ 0.00	\$ (0.07)	\$ (0.27)	\$ (0.16)	\$ 0.06

	Balance Sheet Highlights				
	<u>12/31/04</u>	<u>9/30/04</u>	<u>12/31/03</u>	<u>12/31/02</u>	<u>12/31/01</u>
Cash & Cash Equivalents	\$ 8,787	\$ 12,012	\$ 6,265	\$ 2,907	\$ 2,111
Long-term Debt	--	--	602	2,025	--

Investors are urged to read the company's most recent Form 10-KSB and Form 10-Q for additional information and risk factors.