

eDiets.com Shareholder Information (As of 06/15/06)

Exchange/Ticker
NASDAQ CM: DIET

Founded
1996

Recent Stock Price
\$4.91

52-Week Range
\$3.35 - \$8.60

Average Daily Volume
209,482 shares

Shares Outstanding
22.0 million

Market Capitalization
\$108 million

Institutional Ownership
24%

Insider Ownership
44%

Q1 2006 Highlights:

- Total revenues increased 6% from the prior year to \$13.8 million
- Non-subscription revenues rose 31% year-over-year
- Signed a definitive agreement to acquire Nutrio.com, which positions DIET among the market leaders in the B2B diet space
- Successfully completed private placement of \$10.0 million with Prides Capital Partners

COMPANY DESCRIPTION

eDiets.com, Inc. is a leading online diet, fitness, and healthy living destination offering 24/7 professional advice, information, products and services to those seeking to improve their health and longevity. Since 1997 more than two million consumers worldwide have become eDiets.com members and the site receives on average over five million unique visitors per month. Among other honors, the site has been named a Forbes 2005 "Best of the Web" and "Forbes Favorite" in the diet and nutrition category, and a PC Magazine "Editors' Choice" in May 2004.

eDiets.com offers 20+ personalized online nutrition and fitness programs, as well as access to a wide range of expert and peer-based online support services and electronic newsletters. In January 2006, eDiets began to offer FreshCuisine™, a nationwide fresh meal delivery service, and in May 2006, the Company announced plans to purchase Nutrio.com, a leading provider of interactive private label nutrition, fitness and wellness programs in the business-to-business marketplace.

INVESTMENT HIGHLIGHTS

- Leading independent diet website
- Large and valuable subscriber base
- Compelling member economics
- Multiple-brand "depot" strategy
- Flexible, low-cost digital media format
- Consistent top-line growth and highly leverageable infrastructure

MARKET OVERVIEW

- \$7 billion market for self-help diet products and services
- Over 65% of the U.S. adult population is overweight, up from 40% in 1980
- Approximately 50 million Americans diet annually
- Over 50% of the online population in the U.S. search for nutrition, exercise and weight control information

The "Voice of Authority" for Diet, Fitness & Healthy Living



Depot Strategy:

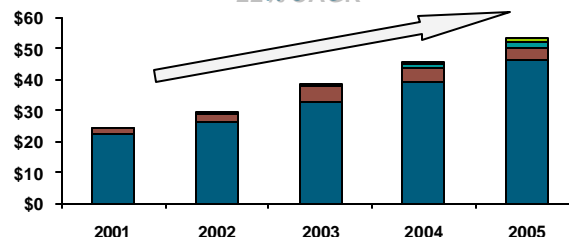
Over 20 Exclusive Diet and Fitness Plans



GROWTH STRATEGY

- Increase efficiency of ad spending and customer acquisition
 - Ad channel diversification
 - Database marketing
- Secure higher average weekly spend per subscriber
- Improve customer retention
 - Length of subscription
 - Recapture rates
- Monetize content archive

Revenue Growth 22% CAGR



■ Subscription Services ■ Media (Ad Sales) ■ eCommerce ■ Licensing

Diversified Revenue Model

	Subscription Services	Media/Publishing	eCommerce	Licensing/ASP
	<ul style="list-style-type: none"> • 25+ diet & fitness plans • Recipe club • 24/7 professional support, community, education • 200K+ subscribers 	<ul style="list-style-type: none"> • 7MM+ unique visitors per month (on average) • 5MM email database • Books, magazines¹ • Multiple 'home grown' newsletters and content 	<ul style="list-style-type: none"> • Books, videos, CDs • FreshCuisine™¹ – Meal Delivery • Vitamins 	<ul style="list-style-type: none"> • International – Tesco • B2B • Pending acquisition of Nutrio.com
eDiets '05 Revenue ²	\$46MM	\$4MM	\$2MM	\$1MM
Market Size ³	~\$200MM	~\$900MM⁴	~\$5BB⁵	~\$15mm

Sources: (1) New for 2006 (2) 2005 actuals (3) Public filings and Company estimates (4) Jupiter Communications estimate of health-related online advertising (5) ActivMedia estimate of health-related consumables purchases online

Statements of Operations

(unaudited)

(in thousands except for per share figures)

Three Months Ended

	March 31, 2006	March 31, 2005
Revenue	\$ 13,773	\$ 13,031
Cost and Expenses:		
Cost of revenue	2,893	1,780
Technology and development	643	708
Sales, marketing and support	11,394	12,424
General & administrative	2,479	1,603
Amortization of intangible assets	25	30
Total costs and expenses	17,434	16,545
Loss from operations	(3,661)	(3,514)
Other income, net	97	40
Income tax (expense) benefit	(6)	4
Net loss	\$ (3,570)	\$ (3,470)
Loss per diluted share	\$ (0.16)	\$ (0.16)
Weighted average diluted shares outstanding	21,881	21,311

Balance Sheet (amounts in thousands)

	March 31, 2006	December 31, 2005
Total assets	\$ 20,881	\$ 20,611
Total current liabilities	13,573	10,757
Total stockholders' equity	5,122	7,625
Total liabilities & stockholders' equity	\$ 20,881	\$ 20,611

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Except for historical information contained herein, the statements in this fact sheet are forward looking and made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. A fuller discussion of eDiets' risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission.