

eDiets.com, Inc.	(NASDAQ:DIET)
Stock price (15-Nov-04)	\$3.58
52-week range	\$2.19 - \$9.55
Market capitalization	\$75.1 million
Shares outstanding	21.0 million
Institutional ownership	12.9%
Insider ownership	39.7%



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, psychologists
- ✓ Less than half the cost of most offline diet programs

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 September 30, 2004, the company has served over 1.8 million consumers (cumulative, since 1997). In addition, the company's health and wellness newsletters are currently distributed to over 13 million opt-in subscribers.

eDiets.com offers 21 personalized online diet programs including the Atkins Nutritional Approach™, The Zone Perfect Nutrition Plan, The Slim-Fast® Plan, Trim Kids the eDiets.com Alternative to Jenny Craig, and more than a dozen specialized Healthy Living programs for those with special needs, including the "Living With Type 2 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 21 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.

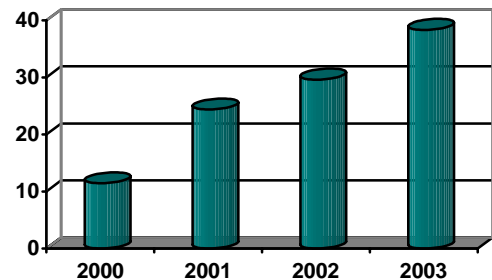
Market Overview

- In 2000, over 60% 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.

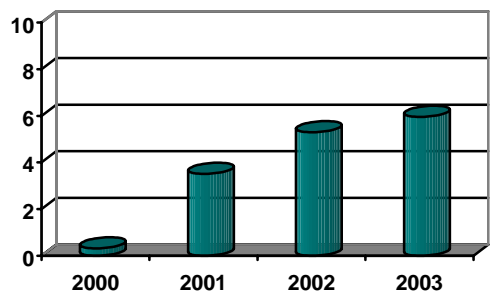
Investment Highlights

- ✓ 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)



Investor Contact:

Frank Milano
Director, Investor Relations
800-499-0971
frank@eDiets.com

Company Contact:

Alison Tanner, CFA
Chief Strategist
954-360-9022
alison@eDiets.com

Selected News Releases

Nov 9	eDiets.com® Launches Blood Type Diet®
Sept 8	eDiets.com® Launches Trim Kids™ Plan
Sept 8	eDiets.com® Targets Childhood Obesity
Sept 8	eDiets.com's Learn. Eat. Live! Campaign
July 19	eDiets.com® Expands Board of Directors
July 16	eDiets.com® Acquires Remaining Stake in eDiets Europe
July 16	eDiets.com® Licenses U.K., Ireland Rights to Tesco.com
July 13	Bill Phillips 'Eating for Life' Plan Now Available at eDiets.com®
June 29	eDiets.com® Launches New Subscription Service
June 29	eDiets.com® Launches Online Diet "Meeting"
June 15	eDiets.com™ Accelerates Use of Television Advertising
May 25	eDiets.com™ "e-Covers" Expand Site's Innovative Magazine Format

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
Ramius Capital Group LLC
Staro Asset Management LLC
Eagle Asset Management, Inc.

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

	Income Statement Highlights				
	<u>9/30/04</u>	<u>6/30/04</u>	<u>3/31/04</u>	<u>12/31/03</u>	<u>9/30/03</u>
Total Revenues	\$ 11,810	\$ 11,385	\$ 11,076	\$ 10,833	\$ 11,120
Operating Income (Loss)	(1,399)	(5,496)	(3,050)	1,097	775
Net Income (Loss)	(1,363)	(5,469)	(3,013)	1,115	919
Diluted EPS	\$ (0.07)	\$ (0.27)	\$ (0.16)	\$ 0.06	\$ 0.05

	Balance Sheet Highlights			
	<u>9/30/04</u>	<u>12/31/03</u>	<u>12/31/02</u>	<u>12/31/01</u>
Cash & Cash Equivalents	\$ 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.