

## **Management Biographies**

### **David R. Humble, Founder, Chairman and Chief Executive Officer**

David R. Humble has led eDiets from inception, achieving a public company listing in 2000 and a full year of profitability in 2001. Over one million consumers have purchased subscriptions to the eDiets service. In 1987 Humble founded Advanced Promotion Technologies, Inc., a marketer of interactive point of sale supermarket marketing systems, in a joint venture with Procter & Gamble. As Chief Executive Officer and Chairman of the Board of Advanced Promotion Technologies, Humble completed development of a satellite-based marketing system for retail stores and completed a successful IPO and NASDAQ listing. Prior to founding Advanced Promotion Technologies, Humble founded and served as Chief Executive Officer, President and Director of CheckRobot, Inc. from 1985 to 1987. CheckRobot created the first self-checkout system for supermarkets and completed a successful IPO in 1986 under Humble's direction. Humble was part of the original management team of Sensormatic Electronics, a NYSE company that develops and markets electronic security and surveillance products, which was sold to TYCO for \$2.3 billion. From 1968 to 1985, Humble served Sensormatic in a number of marketing and operations capacities, including that of Vice President/Manufacturing and Vice President/Future Products and was a member of the company's board of directors. Humble holds over twenty U.S. patents, one of which is for the original anti-shoplifting security tag found in virtually every large retail store worldwide. Humble, an avid sailor, won the bronze medal in the 1980 Olympic Trials.

### **Robert T. Hamilton, Chief Financial Officer**

Robert T. Hamilton has served as Chief Financial Officer of eDiets since 1999, and was instrumental in taking eDiets public in 2000. Prior to joining eDiets, Hamilton was Manager, Financial Reporting for Equinox Systems, Inc. between 1995-1999. Equinox Systems was a publicly traded company headquartered in Sunrise, Florida that designs and develops serial input/output communication devices. Before his work at Equinox Systems, Hamilton was an audit manager at Arthur Andersen LLP. Hamilton, who is a certified public accountant, is also an avid skier and golfer. He resides with his family in Parkland, Florida.

### **Alison C. Tanner, Chief Strategist, Director of Investor Relations**

Alison C. Tanner has served as Chief Strategist and Director of Investor Relations for eDiets since 2002. In these capacities, Tanner is responsible for the company's strategic planning and its relationship with the investment community, and is integral in the company's mergers, acquisitions and strategic alliances. Tanner, a Chartered Financial Analyst (CFA) and a specialist in technology investments, has managed portfolios of publicly traded and privately held equity securities since the mid-1980s. She was also the Founder and President of Investorese, Incorporated, a Boca Raton, Florida based investor relations firm serving public and private companies with technology-based products and services. Prior to founding Investorese, Tanner was Director of Investor Relations and Financial Media Relations at Sensormatic Electronics Corporation, a NYSE-listed global supplier of electronic security and surveillance products, from 1996 to 2000. Tanner also served as Senior Director of E-Business. Sensormatic was subsequently sold to Tyco International Ltd. Before her work at Sensormatic, Tanner was Vice President, Director of Private Placements for Granite Capital, LP, a New York based equity-oriented limited partnership, from 1993 to 1996. Prior to Granite Capital, Tanner worked from 1986 to 1993 at Fred Alger Management, Incorporated, a pension and mutual fund management firm, for one year as a Marketing Analyst and subsequently as an Equity Portfolio Manager. Tanner spent 1985 to 1986 at Salomon Brothers, Incorporated, a leading investment bank, as a Mortgage-backed Security Analyst in New York, New York, and 1983 to 1984 as a Registered Representative at Dean Witter Reynolds, Incorporated, a global financial services firm, in Syracuse, New York.

### **Daniel L. Leichtenschlag, Chief Technology Officer**

As eDiets' Chief Technology Officer, Daniel L. Leichtenschlag is responsible for the development and operation of the company's suite of web sites. In this role, he applies his extensive expertise in leveraging technology to achieve business goals. Mr. Leichtenschlag is a proven leader with 20 years of experience in software development and technology operations for large-scale mission critical systems. Prior to joining eDiets in the fall of 2003, Mr. Leichtenschlag spent 7 years at SportsLine.com, Inc. of Fort Lauderdale, FL, building the technology operation from inception and having most recently served as both President of Operations and Chief Technology Officer. Earlier, he spent 12 years with General Electric Information Services, Inc. (GEIS) of Rockville, MD.

**Georgianne K. Brown, Vice President, Marketing Services**

As Vice President of Marketing Services at eDiets.com, Georgianne Brown is responsible for managing and overseeing the Company's marketing strategy, research, advertising, public relations, direct response and product marketing initiatives. Ms. Brown joins eDiets with nearly 25 years of marketing and sales experience, a majority of that time with Alamo Rent A Car. Most recently she served as Vice President Consumer Marketing for Certified Vacations Group, Inc. in Fort Lauderdale, FL and simultaneously served as President of New River Technologies, the e-commerce unit and wholly owned subsidiary of Certified. Georgianne Brown was responsible for the strategic consumer focused marketing direction for the Certified Vacations Group Brands, Delta Vacations, Continental Airlines Vacations and Future Vacations, including long term brand goals, short term marketing strategies, advertising programs, merchandising, cooperative marketing campaigns and, most importantly, integration with e-commerce initiatives. While at Alamo, Ms. Brown spent 18 years in various sales and marketing positions, her last as Executive Director Consumer Marketing. In this capacity, she was responsible for the strategic development and management of Alamo's customer acquisition and retention programs.

**Harriet L. Gallu, Vice President, Brand Marketing**

Harriet L. Gallu, eDiets' Vice President of Brand Marketing, is an industry veteran with upwards of 18 years' experience in brand marketing and consumer insight development. Specializing in the design and execution of consumer-driven marketing strategies, Ms. Gallu is charged with building the eDiets.com brand to drive business growth through development of innovative marketing strategies, brand partnerships, and brand communications that strengthen consumer acquisition and member retention, as well as user interfaces that will build eDiets' revenue and brand awareness in the burgeoning e-health space. Before joining eDiets in the fall of 2003, Ms. Gallu previously served as Director of Consumer Understanding for Burger King Corp. of Miami, FL. She also has served as Director of Quality & Loyalty Research for RDA Group of Southfield, MI, and has a prior track record of brand building in a variety of industries.

**Susan Burke, M.S., R.D., L.D., CDE, Vice President, Nutrition Services**

As a registered and licensed dietitian and eDiets.com's vice president of nutrition services, Susan L. Burke is responsible for creating and administering the nutritional and wellness components of eDiets' products and services, and completely oversees the development and ongoing refinement of all the Company's personalized meal plans. Ms. Burke has become a highly regarded expert within the health care community on issues such as nutrition, weight management, wellness and diabetes, and has become a prominent and popular figurehead within the multi-million-member eDiets community. Ms. Burke acts as a "virtual counselor" to the entire eDiets.com community, authors weekly columns for the eDiets.com Web site and moderates online meetings to offer her expertise and broad based support to eDiets' members. In addition, she is a frequent contributor of diet and nutrition-related articles and editorial to the Company's family of email based newsletters and member communications. Among Ms. Burke's notable contributions to eDiets.com's personalized program is her development and implementation of a nutrition program for Type II diabetics, to help this specific population lose weight and maintain a healthier lifestyle. Ms. Burke continues to develop individualized meal plans for new and existing eDiets.com members, as well as creating maintenance programs for those dieters who have reached their goal weight. Ms. Burke and her staff of certified diet and fitness technicians continue to further develop and enhance the nutritional and dietary components of eDiets highly personalized programs and services. Ms. Burke's focus on delivering highly personalized diet and nutrition services exclusively online continues to be a very timely and popular interest by individuals, networks and corporations alike, making her a sought-after expert source and personality for print and broadcast media, and speaking engagements. Ms. Burke earned her Master's degree in Nutrition Education at Queens College in Flushing, New York. She is a certified diabetes educator, and a member of the American Dietetic and American Diabetes Associations. In 2001, Ms. Burke was elected as Secretary of the Broward County Dietetic Association. Her experiences in private practice include counseling for cardiac disease and prevention, diabetes education and weight-loss techniques.

**M. Roshelle Hirvonen, Vice President, Member Services**

M. Roshelle Hirvonen has served as Vice President, Member Services for eDiets.com, Inc. since April 2002. Previously, she held the position of eDiets' Director of Member Services since August of 1998. Ms. Hirvonen is responsible for managing all operations related to the Company's Member Support call center and online Help Desk, which is available to hundreds of thousands of registered eDiets.com members and millions of newsletter subscribers. Prior to joining eDiets, Ms. Hirvonen held positions as General Manager and Activity Director at The Sports Mall, a \$5 million, 75,000 square foot indoor sports facility, Merchandising Assistant and Customer Service representative at Levenger, a retail catalog company, and Director of Campus Recreation and Teaching Gymnasium at Florida Atlantic University. Ms. Hirvonen graduated from Florida State University in Tallahassee, Florida in 1988 with a Master of Science degree in Leisure Services and Studies. She also holds a Bachelor's degree in Sports Administration from Florida Atlantic University in Boca Raton, Florida where she attended on a women's basketball scholarship.

**Raymond Costa, Vice President of Strategic Partnerships**

Raymond Costa is Vice President of Strategic Partnerships for eDiets.com, the leading online destination for diet related programs, information and resources. Costa is responsible for developing, negotiating and executing all of eDiets off-line subscription sales strategy partnerships and non-subscription revenue streams. He began at eDiets in April 2002 as Senior Director for Business Development. Costa brings more than 10 years' experience to eDiets, having worked with companies in online business, print and electronic publishing. Prior to joining eDiets, Costa served as Vice President Business Development for Beliefnet.com and Vice President of Marketing for iVillage.com, where he was responsible for iVillage's direct marketing and customer retention programs. Costa also served as publisher for the Hotel & Travel Index Group where he was responsible for all marketing, sales, product development, editorial and circulation for the \$55 million advertising brand. In addition, he held senior management positions at Ziff Davis Publishing Company including Senior Financial Analyst, Business Manager/Director of Operations and Manager Budgeting & Forecasting, where he launched Family PC magazine (a Disney joint venture), Interactive Week (the first weekly online magazine) and ZDTV (the first computer dedicated cable program). Costa holds a Liberal Arts Degree from Hunter College.

**James A. Epstein, General Counsel**

James A. Epstein brings a wealth of experience in corporate governance, securities, contracts, litigation, risk management, insurance and employment law to his position as General Counsel at eDiets.com Inc. He was most recently General Counsel/Secretary at 21st Century Holding Company where, among other tasks, he oversaw securities matters, regulatory compliance, corporate governance and contracts. Earlier, he was General Counsel for Internet solutions provider 186K.Net, where he drafted commercial contracts, negotiated joint venture agreements and oversaw contractual and licensing relationships with strategic partners such as AT&T, Sprint and Microsoft. As an associate at law firms Conrad & Scherer and Hinshaw & Culbertson, he specialized in the health care field, where his clients included public hospital districts such as Columbia HCA and Humana and a range of physicians and major insurers. Admitted to practice in the state of Florida and the U.S. Southern District of Florida, he is a graduate of the University of Florida College of Law and Virginia Commonwealth University.

## **Director Biographies**

### **David R. Humble, Founder, Chairman and Chief Executive Officer**

Please reference 'management biographies' for Mr. Humble's bio.

### **Lee S. Isgur, Director**

Lee S. Isgur has served as a member of our board of directors since December 1999. He is also a member of our executive committee, audit committee and compensation committee. Mr. Isgur has been the Managing Partner of Corporate Counselors, a research and investment banking consulting firm since 1997. From 1994 to 1997, he was Managing Director of Jeffries & Company, an investment-banking firm. From 1991 to 1994, he was a partner at Volpe Welty Company, an investment-banking firm. From 1977 to 1991, he was employed by Paine Webber, an investment-banking firm, where he became a First Vice President. As an analyst and banker on Wall Street for over 30 years, Mr. Isgur has participated in numerous public and private offerings for both domestic and international companies over a broad array of consumer, entertainment and technology industries.

### **Pedro N. Ortega-Dardet, Director**

Pedro N. Ortega-Dardet brings considerable experience in the health and beauty industry to eDiets, serving on the Company's Board of Directors since July 2002. Ortega-Dardet has been President of Skinmetics, Inc., a Coral Gables, Florida-based company that designs, manufactures and markets premium skin care products for the professional beauty industry under the name Wilma Schumann Skin Care, since 1997. From 1989 to 1997, Ortega-Dardet served as President of Brickell Development Corp., a general contracting business involved in residential and commercial construction work. From 1987 to 1989, he was Vice President of Property Insurance, Inc., an agency offering title, homeowners, life and other types of insurance through a network of financial institutions. Ortega-Dardet also currently serves as the editor of industry newsletter Skin and Body News and is frequently quoted as an expert source in skin care industry magazines. He also serves as a consultant to several European companies interested in marketing beauty and wellness products throughout the United States. Ortega-Dardet, a member of the Board of Advisors for the Florida College of Natural Health, is also a Director of the Esthetics Manufacturer and Distributors Alliance (EMDA); member of the Independent Manufacturers and Distributors; a member of the International Spa Association (ISPA); a member of the Board of Directors of Brickell Development, Corp; and a member of the American Red Cross Disaster Action Team.

### **Ciaran G. Mc Court, Director**

Ciaran G. McCourt has served as a member of eDiets' Board of Directors since October 2002. Mr. McCourt, a lawyer, also serves as the Managing Director of eDiets Europe Limited based in Dublin, Ireland since 2000, when eDiets.com, Inc. formed a joint venture with Unislim Ireland Limited ("Unislim"), a successful offline weight-management company and the largest independent slimming organization in Ireland, to expand its operations into the UK, Ireland and mainland Europe. From 1994 to 2000, Mr. McCourt served as Managing Director of Unislim. Prior to his position with Unislim, from 1986 to 1987 Mr. McCourt worked in Ropers Majeski Law firm San Francisco C.A. and Baker McKenzie Law firm in Sydney Australia. From 1989 to 1994 he worked as a lawyer in Dublin Ireland. Mr. McCourt holds a B.C.L. Law Degree from University College, Dublin, a BL - Barrister at Law - Degree from Kings Inns, Dublin, and a Solicitors qualification through the Law Society of Ireland.

### **Andrea Weiss, Director**

Ms. Weiss's 28-year career includes merchandising, retail sales, direct marketing and brand management with such firms as The Walt Disney Company, Ann Taylor Stores, Guess?, Inc., and Limited Brands. Ms. Weiss has been directly responsible for revenue and earnings performance at several of these firms, and was a member of the board of directors at dELiA\*s, Inc., a multi-channel apparel and accessories business, targeting teenage girls and young women. In addition, she serves on the boards of CBRL Group, Inc., owner of the Cracker Barrel Old Country Store and Logan's Roadhouse restaurant chains, and Brookstone, Inc., which operates retail outlets and sells its items online and through three catalogs. At Retail Consulting, Inc., Ms. Weiss consults with U.S. and European clients on strategies, operational improvements and leadership issues.

**Ronald Luks, Director**

Ronald Luks is the president of Egret Associates, Inc. and founding principal in Fun Online Corp. Mr. Luks brings 24 years of experience in online media as well as considerable expertise in financial markets. He has been instrumental in providing content creation and licensing services, online community management and real time publication services to the major commercial online services including CompuServe, Netscape.com, AOL and the Microsoft Network. He has been an industry consultant to such firms as Nintendo of America, Rolling Stone Interactive, Activision, and Sega of America. Prior to his pioneering services to the online industry, Mr. Luks was a partner in the Wall Street firm of Ernst & Co., and a member of the American Stock Exchange and other national stock and commodity exchanges. He currently maintains his securities registration with Liberty Pacific Securities, LLC, a Seattle-based investment banking firm.

**Robert Doretti, Director**

Mr. Doretti served as the chairman, chief executive officer and president of ON Technology Corporation, a provider of software infrastructure solutions to Fortune 500 enterprises, from 2000 through its acquisition by Symantec Corporation in February 2004. During that period, Mr. Doretti implemented a dramatic restructuring, realizing record revenue in 2003 and taking the company from losses to profits. From 1995 through its acquisition by Oracle Corporation in 1999 Mr. Doretti was president and chief executive officer of Thinking Machines Corporation, a professional services and software provider of data mining and customer relationship management (CRM) solutions. Mr. Doretti spent over 19 years at Wang Laboratories, Inc., including the last 7 years as senior vice president of US operations, where he was instrumental in growing that business to \$1.8 billion in revenue. In addition to running field operations, Mr. Doretti was one of the key spokespeople to the investment community, where he was well respected in the industry.