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## **eDiets.com® and Lady of America Fitness Centers Complete First Phase of Meal Delivery Marketing Program**

**FORT LAUDERDALE, FL, February 24, 2009 – eDiets.com, Inc. (NASDAQ: DIET)**, a leading provider of convenient at-home diet, fitness and healthy lifestyle solutions, today announced that it has completed the first phase of its marketing program to promote the Company's fresh meal delivery service at Lady of America Franchise Corporation's ("LOAFC") fitness centers.

This first phase included rolling out the meal delivery program to the entire LOAFC franchise system, providing training to many of the largest and most successful LOAFC fitness centers and working with the leaders of the franchise system to optimize the success of the program.

Phase 2 of the planned rollout is now underway. This phase consists of refining the sales process and working with individual clubs and trainers to better support their day to day activities, including meal sampling at all regional member events. Lady of America is the second largest chain of women's fitness clubs, with clubs in the U.S. operating under the brands LOA Fitness for Women, Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America.

"Our partnership with Lady of America is a great example of how health and fitness facilities are the ideal platform to help expand the distribution of our meal delivery program," said Kevin McGrath, President and Chief Executive Office of eDiets.com. "I am pleased with the progress we have made to-date; training almost two hundred franchise owners, sales reps and fitness trainers. Now the very important second phase begins: optimizing the program to accelerate sales to Lady of America clients and taking our lessons learned and applying them directly to the next franchise systems. Lady of America's clubs provide a dynamic and supportive environment to thousands of women who want to work on their fitness and lifestyle goals and our fresh meal delivery program is a perfect complement to their mission. We were particularly impressed with their reputation for excellent customer service, which is essential to our mutual clients."

"Lady of America's family of fitness centers is delighted to be able to offer the eDiets fresh meal delivery service to our members," said Gerry Weber, CEO of Lady of America Franchise Corporation. "Lady of America's members will now enjoy working out at their local clubs with the added benefit of healthy, and delicious meals delivered to their homes."

## **About eDiets**

eDiets.com, Inc. is a leading provider of personalized nutrition, fitness and weight-loss programs. eDiets currently features its award-winning, fresh-prepared diet meal delivery service as one of the more than 20 popular diet plans sold directly to members on its flagship site, [www.eDiets.com](http://www.eDiets.com). The company also provides a broad range of customized wellness and weight management solutions for Fortune 500 clients. eDiets.com's unique infrastructure offers businesses, as well as individuals, an end-to-end solution strategically tailored to meet its customers' specific goals of achieving a healthy lifestyle. For more information, please call 310-954-1105 or visit [www.eDiets.com](http://www.eDiets.com).

### **Safe Harbor Statement**

*Statements which are not historical in nature are forward-looking statements. Forward-looking statements involve known and unknown risks and uncertainties which could cause the actual results, performance or achievements to be materially different from those which may be expressed or implied by such statements. These risks and uncertainties include, among others, that we will not be able to obtain sufficient and/or acceptable outside financing (when and if required);, changes in general economic and business conditions; changes in product acceptance by consumers; a decline in the effectiveness of sales and marketing efforts; loss of market share and pressure on prices resulting from competition; significant investments in our technology platform, marketing plans, and product development to remain competitive with other online providers of healthy living and weight loss plans, many of which may be found to offer superior and more varied features than our plans and may also be offered for free; volatility in the advertising markets; any delay, disruption, or suspension of our supply of prepared meals from our vendor; changes in consumer preferences and discretionary spending; product liability and other risks from the sale of ingested products; regulatory actions affecting our marketing activities; and the outcome of litigation pending against us. For additional information regarding these and other risks and uncertainties associated with eDiets.com's business, reference is made to our Annual Report on Form 10-K for the year ended December 31, 2007, and other reports filed from time to time with the Securities and Exchange Commission. All forward-looking statements are current only as of the date on which such statements are made. We do not undertake any obligation to publicly update any forward- looking statements.*

## **About Lady of America Franchise Corporation**

For more than 25 years, Lady of America Franchise Corporation (LOAFC) has been an innovator in the constantly evolving business of women's fitness. LOAFC was established in 1984 with the goal of providing a safe and rewarding environment to women working on their fitness and lifestyle goals while enjoying the company and support of other women. Today, LOAFC is the world's largest full-service chain of women's fitness centers with over 400 franchises in operation across 45 states and nine countries under the brands; Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers. For more information or to find a Lady of America location, visit [www.LadyofAmerica.com](http://www.LadyofAmerica.com).

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