



MercuryMedia

For Immediate Release

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eDiets.com, Inc. Names Mercury Media Advertising Agency of Record

(Marlboro, MA) *January 4, 2010*—Mercury Media, the largest privately-owned, full service direct response media agency in the country, has been named the advertising agency of record by eDiets.com, Inc. (NASDAQ:DIET). The agency is responsible for all aspects of direct response television advertising media buying for the leading online provider of personalized nutrition, fitness and weight-loss programs, including strategic planning, media buying, results tracking and optimization.

eDiets.com began testing multiple creative executions of their new television campaign with Mercury Media in November, ultimately choosing to feature a free week of its award-winning, fresh-prepared diet meal delivery service, one of the more than 20 popular diet plans sold on its website. The new campaign, a hybrid of branding and direct response tactics, aims to cut through the clutter in the diet category by driving new customers to eDiets.com with a compelling offer, while also improving brand recognition among eDiets' target audience. The company will target these women through a series of strategic television and online media buys across national media markets. New television spots will air on high-profile networks like Hallmark Movie, MSNBC and Discovery Health, which have emerged as high performers for the diet and fitness category.

"eDiets.com has a great opportunity to attract new customers through a series of strategic television and online media buys across national media markets," says Mercury Media VP & Director of Client Service Kristi Tropp. "We are excited to implement our highly targeted media buying strategy to increase their market penetration."

"I am very impressed with Mercury Media's fast and nimble approach to locating new efficient ways to grow our business," says Kim Evenson, SVP Marketing for eDiets. "The strategic analysis is well thought out with solid recommendations. We believe Mercury will be a tremendous value added partner in establishing a consistent cost-efficient media plan that will increase our growth."

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About Mercury Media

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Marlboro, Massachusetts with an office in Santa Monica, California. Established in 1989, Mercury Media specializes in long form, short form and digital direct response advertising and is committed to providing its clients with best-in-class measured media solutions across multiple platforms to achieve their strategic objectives and maximize their return on investment. By leveraging its unparalleled experience in direct response media and cutting edge analytics, Mercury Media develops and executes innovative media campaigns that deliver superior results. For additional information regarding Mercury Media's clients, services and expertise please visit: www.mercurymedia.com

About eDiets.com

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. 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 visit www.eDiets.com