

EDIETS COM INC  
Form 4  
February 21, 2012

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
DORETTI ROBERT L

(Last) (First) (Middle)

PO BOX 227

(Street)

CENTER HARBOR, NH 03226

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
EDIETS COM INC [DIET]

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/16/2012

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
Common Stock				(A) or (D) Price	413	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Options (right to buy)	\$ 18.95					<u>(1)</u> 04/02/2012	Common Stock	4,463	
Stock Options (right to buy)	\$ 20.65					<u>(1)</u> 10/02/2012	Common Stock	1,283	
Stock Options (right to buy)	\$ 30.15					<u>(1)</u> 01/02/2013	Common Stock	5,733	
Stock Options (right to buy)	\$ 16.85					<u>(1)</u> 01/02/2014	Common Stock	10,258	
Stock Options (right to buy)	\$ 4.719					<u>(2)</u> 06/24/2019	Common Stock	5,000	
Stock Options (right to buy)	\$ 4.925					<u>(1)</u> 07/28/2019	Common Stock	2,000	
Stock Options (right to buy)	\$ 7.65					<u>(3)</u> 11/19/2019	Common Stock	5,000	
Stock Options (right to buy)	\$ 6.95					<u>(1)</u> 01/04/2020	Common Stock	17,513	
Stock Options (right to buy)	\$ 14.05					<u>(1)</u> 07/15/2014	Common Stock	7,500	

Stock Options (right to buy)	\$ 14.8				<u>(1)</u>	07/19/2014	Common Stock	2,500
Stock Options (right to buy)	\$ 21.6				<u>(1)</u>	01/03/2015	Common Stock	2,500
Stock Options (right to buy)	\$ 5				<u>(4)</u>	08/23/2020	Common Stock	5,000
Stock Options (right to buy)	\$ 2.85				<u>(1)</u>	03/15/2021	Common Stock	50,000
Stock Options (right to buy)	\$ 0.55	02/16/2012		A	50,000	<u>(5)</u>	02/16/2022	Common Stock 50,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DORETTI ROBERT L PO BOX 227 CENTER HARBOR, NH 03226		X		

## Signatures

/s/ Robert L.  
Doretti

02/21/2012

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These options are immediately exercisable.
- (2) Exercisable according to the following vesting schedule: 1,650 beginning on June 24, 2010; 1,650 beginning on June 24, 2011 and 1,700 beginning on June 24, 2012.
- (3) Exercisable according to the following vesting schedule: 1,650 beginning on November 19, 2010; 1,650 beginning on November 19, 2011 and 1,700 beginning on November 19, 2012.
- (4) Exercisable according to the following vesting schedule: 1,650 beginning on August 23, 2011; 1,650 beginning on August 23, 2012 and 1,700 beginning on August 23, 2013.
- (5)

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Exercisable according to the following vesting schedule: 25,000 beginning on May 15, 2012; 12,500 beginning on July 1, 2012 and 12,500 beginning on October 1, 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.