

Richardson Kevin A II  
Form 4  
March 07, 2013

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
Prides Capital Partners, LLC

(Last) (First) (Middle)  
200 STATE STREET, 13TH FLOOR  
(Street)

BOSTON, MA 02109

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
02/28/2013

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)  
Executive Chairman

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Common Stock                    | 02/28/2013                           |  | D                              |   | 1,086,914   | D  | (1) 0 (1)                         |
| Common Stock                    | 02/28/2013                           |  | D                              |   | 7,484,878   | D  | (7) 0 (7)                         |

See Footnote (3)

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

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SEC 1474 (9-02)

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

| 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) |                      |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------------|---|----------------------|
|  |  |                                      |  |                                | V (A) (D)   | Date Exercisable   | Expiration Date       | Title   | Amount Number Shares |
| Stock Option (Right to Buy)                | \$ 16.85   | 02/28/2013                           |  | D                              | 9,718   | (4)  | 01/02/2014            | Common Stock  | 9,718                |
| Stock Option (Right to Buy)                | \$ 4.72  | 02/28/2013                           |  | D                              | 5,000   | (4)  | 06/24/2019            | Common Stock  | 5,000                |
| Stock Option (Right to Buy)                | \$ 7.65  | 02/28/2013                           |  | D                              | 5,000   | (4)  | 11/19/2019            | Common Stock  | 5,000                |
| Stock Option (Right to Buy)                | \$ 6.95  | 02/28/2013                           |  | D                              | 16,591  | (4)  | 01/04/2020            | Common Stock  | 16,591               |
| Stock Option (Right to Buy)                | \$ 5   | 02/28/2013                           |  | D                              | 5,000   | (9)  | 08/23/2020            | Common Stock  | 5,000                |
| Stock Option (Right to Buy)                | \$ 2.85  | 02/28/2013                           |  | D                              | 40,000  | (4)  | 03/15/2021            | Common Stock  | 40,000               |
| Warrant for the Purchase of Common Stock   | \$ 6   | 02/28/2013                           |  | D                              | 27,000  |  | 07/15/2009 07/15/2019 | Common Stock  | 27,000               |
| Warrant for the Purchase of Common         | \$ 1.7675  | 02/28/2013                           |  | D                              | 193,940   |  | 02/07/2011 02/07/2014 | Common Stock  | 193,940              |

Stock

Warrant

for the  
Purchase  
of  
Common  
Stock

\$ 6

02/28/2013

D

241,931

(4)(10)Common  
Stock

241,931

Stock

Option  
(Right to  
Buy)

\$ 0.55

02/28/2013

D

50,000

(4)

02/16/2022

Common  
Stock

50,000

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                    |       |
|--|---------------|-----------|--------------------|-------|
|  | Director      | 10% Owner | Officer            | Other |
| Prides Capital Partners, LLC<br>200 STATE STREET<br>13TH FLOOR<br>BOSTON, MA 02109 | X             | X         | Executive Chairman |       |
| Richardson Kevin A II<br>200 STATE STREET<br>13TH FLOOR<br>BOSTON, MA 02109        | X             | X         |                    |       |

## Signatures

Prides Capital  
Partners, LLC

03/07/2013

\_\_Signature of Reporting  
Person

Date

Kevin A. Richardson,  
II

03/07/2013

\_\_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 shares were exchanged at the effective time of the merger (the "Merger") for an aggregate of 1,376,794 shares of As Seen On TV, Inc. Common Stock at a conversion ratio of 1.2667 shares of As Seen On TV, Inc. Common Stock per share of eDiets Common Stock, with a market value of \$0.48 per share on the effective date of the Merger.
- (2) Owned directly by Kevin A. Richardson, II.
- (3) The shares of Common Stock reported herein are owned directly by Prides Capital Fund I, L.P. Because Prides Capital Partners, L.L.C. is the general partner of Prides Capital Fund I, L.P., Prides Capital Partners, L.L.C. may be deemed to be the beneficial owner of shares owned by such entity. Because Kevin A. Richardson, II is the controlling member of Prides Capital Partners, L.L.C., he may be deemed to be the beneficial owner of shares deemed to be beneficially owned by such entity. Each of Prides Capital Partners, L.L.C., Prides Capital Fund I, L.P., and Kevin A. Richardson, II disclaim beneficial ownership of these shares, except to the extent of

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any pecuniary interest therein.

- (4) These options or warrants are immediately exercisable.

The options reported herein are owned directly by Kevin A. Richardson II. Mr. Richardson is deemed to hold the options for the benefit of Prides Capital Fund I, L.P. and may exercise the options solely upon the direction of Prides Capital Fund I, L.P., which is entitled to the shares issued upon exercise. Because Prides Capital Partners, L.L.C. is the general partner of Prides Capital Fund I, L.P., Prides Capital Partners, L.L.C. may be deemed to be the beneficial owner of options owned by such entity. Each of Prides Capital Partners, L.L.C., Prides Capital Fund I, L.P. and Kevin A. Richardson, II disclaim beneficial ownership of these options, except to the extent of any pecuniary interest therein.

- (5)

The options or warrants reported herein are owned directly by Prides Capital Fund I, L.P. Because Prides Capital Partners, L.L.C. is the general partner of Prides Capital Fund I, L.P., Prides Capital Partners, L.L.C. may be deemed to be the beneficial owner of options and warrants owned by such entity. Because Kevin A. Richardson, II is the controlling member of Prides Capital Partners, L.L.C., he may be deemed to be the beneficial owner of options or warrants deemed to be beneficially owned by such entity. Each of Prides Capital Partners, L.L.C., Prides Capital Fund I, L.P. and Kevin A. Richardson, II disclaim beneficial ownership of these options and warrants, except to the extent of any pecuniary interest therein.

- (6)

These shares were exchanged at the effective time of the merger (the "Merger") for an aggregate of 9,481,095 shares of As Seen On TV, Inc. Common Stock at a conversion ratio of 1.2667 shares of As Seen On TV, Inc. Common Stock per share of eDiets Common Stock, with a market value of \$0.48 per share on the effective date of the Merger.

- (7)

These derivative securities were assumed by As Seen On TV, Inc. at the effective time of the Merger. The number of shares issuable upon conversion and exercise price were converted based upon a conversion ratio of 1.2667.

- (8)

These options vest over a three-year period and are 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.

- (9)

A warrant to purchase 18,000 shares of common stock expires on September 11, 2019. A warrant to purchase 133,017 shares of common stock expires on October 22, 2019. A warrant to purchase 90,914 shares of common stock expires on November 12, 2019.

- (10)

### Remarks:

Kevin A. Richardson, II has been deputized by Prides Capital Partners, L.L.C. to serve on the Issuer's board of directors, and t

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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