

ORTEGA PEDRO N  
Form 4  
November 23, 2009

**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 \*  
ORTEGA PEDRO N

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/19/2009

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

C/O WILMA SCHUMANN  
SKINCARE, 4850 SW 72TH  
AVENUE

(Street)

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

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

MIAMI, FL 33155

(City) (State) (Zip)

**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 Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(D)	Price			
Common Stock	10/08/2009		J <sup>(1)</sup>		37,500	D	\$ 0	37,500	D	
Common Stock	10/08/2009		J <sup>(1)</sup>		7,202	D	\$ 0	7,202	I	By the Pedro N. Ortega Revocable Trust

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 Security (Instr. 3 and 4)	Amount or Number of Shares
					V	(A)	(D)	Date Exercisable	Expiration Date		
Stock Options (right to buy)	\$ 3.37							<u>(2)</u>	01/02/2014	Common Stock	24,2
Stock Options (right to buy)	\$ 3.37							12/31/2009	01/02/2014	Common Stock	26,9
Stock Options (right to buy)	\$ 0.9438							<u>(3)</u>	06/24/2019	Common Stock	25,0
Stock Options (right to buy)	\$ 3.535	10/08/2009		<u>J(1)</u>		6,250		<u>(2)</u>	07/01/2010	Common Stock	6,2
Stock Options (right to buy)	\$ 3.635	10/08/2009		<u>J(1)</u>		6,250		<u>(2)</u>	07/19/2010	Common Stock	6,2
Stock Options (right to buy)	\$ 6.065	10/08/2009		<u>J(1)</u>		6,250		<u>(2)</u>	01/03/2011	Common Stock	6,2
Stock Options (right to buy)	\$ 3.22	10/08/2009		<u>J(1)</u>		12,500		<u>(2)</u>	10/03/2011	Common Stock	12,5
Stock Options (right to buy)	\$ 3.79	10/08/2009		<u>J(1)</u>		11,156		<u>(2)</u>	04/02/2012	Common Stock	11,1

Stock Options (right to buy)	\$ 4.13	10/08/2009	J <sup>(1)</sup>	3,207	(2)	10/02/2012	Common Stock	3,207
Stock Options (right to buy)	\$ 6.03	10/08/2009	J <sup>(1)</sup>	14,328	(2)	01/02/2013	Common Stock	14,328
Stock Options (right to buy)	\$ 4.32	10/08/2009	J <sup>(1)</sup>	6,250	(2)	01/03/2015	Common Stock	6,250
Stock Options (right to buy)	\$ 4.345	10/08/2009	J <sup>(1)</sup>	6,250	(2)	01/18/2015	Common Stock	6,250
Stock Options (right to buy)	\$ 1.53	11/19/2009	A	25,000	(4)	11/19/2019	Common Stock	25,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ORTEGA PEDRO N C/O WILMA SCHUMANN SKINCARE 4850 SW 72TH AVENUE MIAMI, FL 33155	X			

## Signatures

/s/ Pedro N.  
Ortega-Dardet

11/23/2009

\_\_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) Transfer of securities pursuant to marital settlement agreement.
- (2) These options are immediately exercisable.
- (3) Exercisable according to the following vesting schedule: 8,250 beginning on June 24, 2010; 8,250 beginning on June 24, 2011 and 8,500 beginning on June 24, 2012.
- (4) Exercisable according to the following vesting schedule: 8,250 beginning on November 19, 2010; 8,250 beginning on November 19, 2011 and 8,500 beginning on November 19, 2012.

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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