

ORTEGA PEDRO N  
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 \*  
ORTEGA PEDRO N

(Last) (First) (Middle)

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

(Street)

MIAMI, FL 33155

(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)

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)
				(A) or (D) Code V Amount (D) Price			
Common Stock	02/28/2013		D	7,500 D (2)	0 (2)	D	
Common Stock	02/28/2013		D	1,441 D (3)	0 (3)	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)

displays a currently valid OMB control number.

**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)	8. Amount or Number of Shares
Stock Options (right to buy)	\$ 16.85	02/28/2013		D	10,258	<u>(1)</u> 01/02/2014	Common Stock	10,258
Stock Options (right to buy)	\$ 4.719	02/28/2013		D	5,000	<u>(1)</u> 06/24/2019	Common Stock	5,000
Stock Options (right to buy)	\$ 21.6	02/28/2013		D	1,250	<u>(1)</u> 01/03/2015	Common Stock	1,250
Stock Options (right to buy)	\$ 21.725	02/28/2013		D	1,250	<u>(1)</u> 01/18/2015	Common Stock	1,250
Stock Options (right to buy)	\$ 4.925	02/28/2013		D	2,000	<u>(1)</u> 07/28/2019	Common Stock	2,000
Stock Options (right to buy)	\$ 7.65	02/28/2013		D	5,000	<u>(1)</u> 11/19/2019	Common Stock	5,000
Stock Options (right to buy)	\$ 6.95	02/28/2013		D	17,513	<u>(1)</u> 01/04/2020	Common Stock	17,513
Stock Options (right to buy)	\$ 5	02/28/2013		D	5,000	<u>(4)</u> 08/23/2020	Common Stock	5,000

buy)									
Stock Options (right to buy)	\$ 2.85	02/28/2013	D	50,000	(1)	03/15/2021	Common Stock	50,000	
Stock Options (right to buy)	\$ 0.55	02/28/2013	D	50,000	(1)	02/16/2022	Common Stock	50,000	

## 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  
 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 options are immediately exercisable.  
 These shares were exchanged at the effective time of the merger (the "Merger") for an aggregate of 9,501 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.
- (3) These shares were exchanged at the effective time of the merger (the "Merger") for an aggregate of 1,826 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.
- (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) 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.

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.