

BUYINS.NET

DIRECTOR OF RESEARCH: Thomas Ronk PH (800) 715-9999 EMAIL: tom@buyins.net DATE: 7-3-2011

KEY DATA POINTS INSIDE

Daily Short Volume

Naked Short Volume

Market Maker Friction

RECENT DIET NEWS

•EDIETS COM INC Financials
EDGAR Online Financials (Fri, Jul 1)

•Afternoon Spy: Holding On Indie
Research (Fri, Jun 17)

•EDIETS COM INC Files SEC
form 8-K, Other Events, Financial
Statements and Exhibits EDGAR
Online (Thu, Jun 16)

•eDiets.com(R), Inc. Achieves
NASDAQ Compliance and Will
Continue Listing on NASDAQ
Marketwire (Thu, Jun 16)

•Stocks Under \$5 at Risk of
Bankruptcy at TheStreet (Wed, Jun 8)

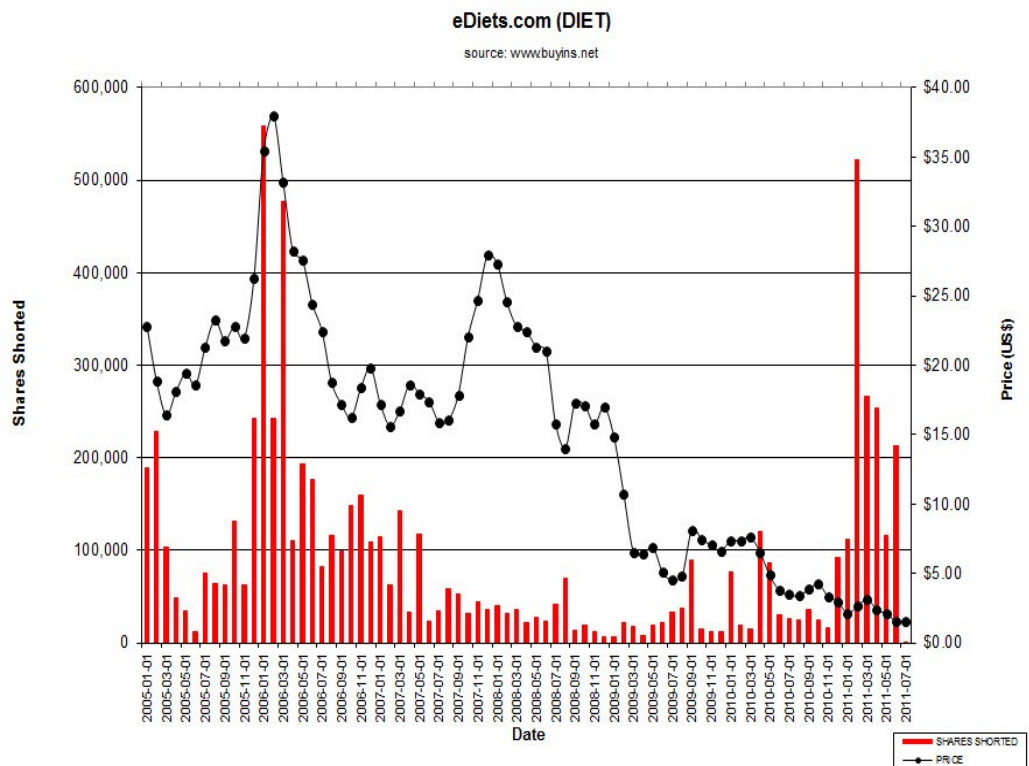
•EDIETS COM INC Financials
EDGAR Online Financials (Fri,
Jun 3)

•EDIETS COM INC Files SEC
form 8-K, Amendments to Articles
of Inc. or Bylaws; Change in Fiscal
Year, Financial Stame EDGAR
Online (Thu, Jun 2)

•eDiets.com(R) Announces
Reverse Stock Split Effective June

BUYINS.NET offers a proprietary research and trading service uncovering illegal naked short selling in stocks on the NYSE, AMEX, NASDAQ, OTCBB and PINKSHEETS. For more information please visit www.buyins.net

DIET SHORT SELLERS



Starting in 2005 short sellers have actively shorted DIET. Shorts are consistently continuing this activity and becoming more aggressive, which warrants close investigation. Buyins.net will report the results of its surveillance on a monthly basis.

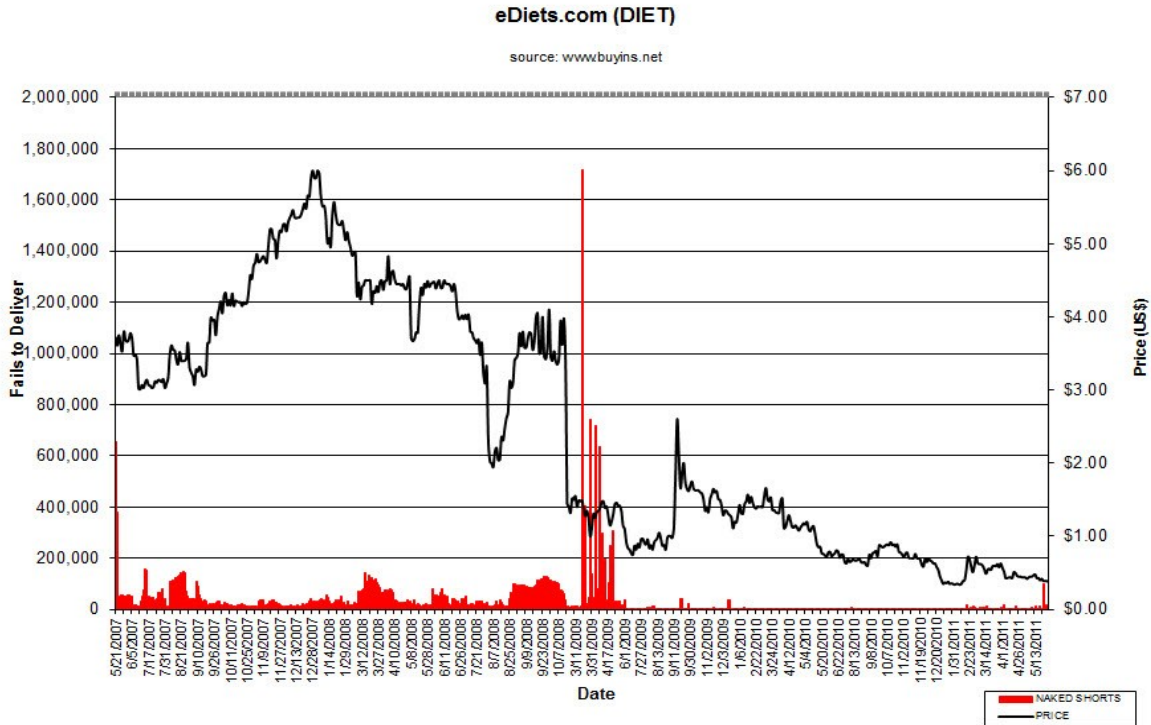
OVERVIEW OF DIET SHORT SALE DATA

After careful analysis of DIET short sale, naked short sale and market maker friction factor data it is clear that DIET has recently had issues with short sellers who have been very aggressive. Short sellers have been building a sizable position in

shares of DIET and market makers have made a bearish market lately. New evidence of daily short sellers shorting shares of DIET has now come to light as the SEC has finally given Buyins.net access to DAILY short sale data

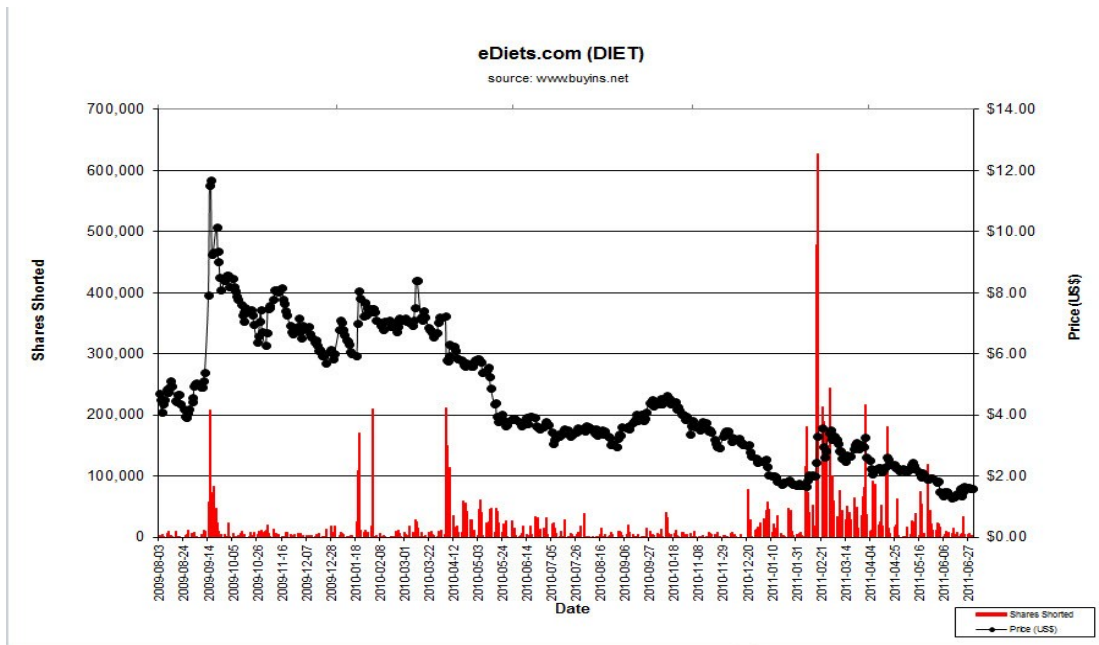
which is updated every night. Protecting DIET from abusive shorting is a high priority.

DAILY FAILURE TO DELIVER DATA (NAKED SHORTS) IN DIET



Failures to Deliver in DIET have been an issue in the past as short sellers have been lax in complying with RegSHO. Buyins.net will continue to monitor and report short sellers for non-compliance with Regulation SHO requirements.

NEW DAILY SHORT SALE TRADING VOLUME STARTING 8-3-09



Recently, shorts have been consistently shorting DIET on a daily basis. An average of 20.67% of daily trading volume is short selling.

MARKET MAKER SURVEILLANCE SYSTEM (FRICTION FACTOR)

| Date | Change | BuyVol | SellVol | NetVol | Friction |
|-------------|---------------|---------------|----------------|---------------|-----------------|
| 6/28/2011 | -\$0.07 | 3,910 | 21,565 | -17,655 | -2,522 |
| 6/27/2011 | -\$0.01 | 7,380 | 21,679 | -14,299 | -14,299 |
| 6/24/2011 | -\$0.03 | 8,030 | 3,424 | 4,606 | Bearish Bias |
| 6/23/2011 | \$0.38 | 73,999 | 68,984 | 5,015 | 132 |
| 6/22/2011 | \$0.10 | 13,074 | 15,711 | -2,637 | Bullish Bias |
| 6/21/2011 | -\$0.12 | 26,590 | 5,238 | 21,352 | Bearish Bias |
| 6/20/2011 | -\$0.04 | 6,600 | 19,387 | -12,787 | -3,197 |
| 6/17/2011 | \$0.13 | 15,240 | 12,943 | 2,297 | 177 |
| 6/16/2011 | \$0.05 | 2,900 | 2,614 | 286 | 57 |
| 6/15/2011 | \$0.02 | 17,914 | 13,352 | 4,562 | 2,281 |
| 6/14/2011 | \$0.04 | 34,803 | 18,460 | 16,343 | 4,086 |
| 6/13/2011 | -\$0.04 | 28,340 | 51,378 | -23,038 | -5,760 |
| 6/10/2011 | -\$0.15 | 44,569 | 169,939 | -125,370 | -8,358 |
| 6/9/2011 | \$0.04 | 2,012 | 11,472 | -9,460 | Bullish Bias |
| 5/31/2011 | -\$0.03 | 84,565 | 134,155 | -49,590 | -16,530 |
| 5/27/2011 | \$0.00 | 43,710 | 17,321 | 26,389 | Bearish Bias |
| 5/26/2011 | \$0.00 | 19,335 | 54,343 | -35,008 | Bullish Bias |
| 5/25/2011 | \$0.00 | 54,184 | 59,181 | -4,997 | Bullish Bias |
| 5/24/2011 | -\$0.01 | 53,276 | 41,210 | 12,066 | Bearish Bias |
| 5/23/2011 | \$0.01 | 86,110 | 126,457 | -40,347 | Bullish Bias |
| 5/20/2011 | -\$0.04 | 144,325 | 58,412 | 85,913 | Bearish Bias |
| 5/19/2011 | \$0.02 | 35,354 | 11,931 | 23,423 | 11,712 |
| 5/18/2011 | -\$0.01 | 176,261 | 196,603 | -20,342 | -20,342 |
| 5/17/2011 | -\$0.02 | 70,328 | 179,467 | -109,139 | -54,570 |
| 5/16/2011 | \$0.00 | 27,197 | 35,383 | -8,186 | Bullish Bias |
| 5/13/2011 | -\$0.04 | 92,662 | 239,263 | -146,601 | -36,650 |
| 5/12/2011 | -\$0.04 | 116,972 | 36,786 | 80,186 | Bearish Bias |

The above data is used to calculate if a fair market is being made in the shares of DIET. 44% of recent trading days are positive or bullishly biased and 56% of trading days are negative or bearishly biased. There is a bearish market being made in DIET in the past 27 days where trading occurred.

Friction Factor determines if there is normal or abnormal behavior in the price action of the stock when compared to the buying vs. selling trading statistics. It calculates number of net shares of buying or selling to move price +/- one cent.

Here is how to understand Friction Factor:

1. If Friction Factor is positive, more buying than selling caused DIET's price to rise
2. If Friction Factor is negative, more selling than buying caused DIET's price to fall
3. If Friction Factor is 0, there was no discernable activity either way
4. If Friction Factor is abnormal, it means that there is either a bearish bias or a bullish bias to how market makers are making market in your stock.

HOW BUYINS.NET RESEARCH REPORTS HELP FIGHT ABUSIVE SHORT SELLING

BUYINS.NET Issues Uranerz Energy SqueezeTrigger Report

GlobeNewswire

Posted 8:30 AM 01/28/10

Print Text Size A A A

Email Facebook Twitter LinkedIn StumbleUpon More

Approximately 1.42 Million Shares Shorted At \$1.59 SqueezeTrigger Price

NEWPORT BEACH, Calif., Jan. 28, 2010 (GLOBE NEWSWIRE) -- BUYINS.NET, www.buyins.net, a leading provider of Regulation SHO compliance monitoring, short sale trading statistics and market integrity surveillance, has initiated coverage on Uranerz Energy (AMEX:URZ) after releasing the latest short sale data through January 26, 2010. The total aggregate number of shares shorted in the past year is approximately 1.42 million shares. The SqueezeTrigger price for all shares shorted is \$1.59. The first of several short squeezes will begin when URZ closes above \$1.24, where approximately 204,000 shares have been shorted. To access SqueezeTrigger Prices ahead of potential short squeezes beginning, visit <http://www.buyins.net>.



The above report was issued on January 28, 2010 when URZ was trading at \$1.12 per share. The report included data on short selling, naked short selling and market maker friction factor and alerted investors and regulators that an unfair market was being made in shares of URZ and that a short squeeze would begin if shares were to go above \$1.24 per share. The results were immediate and dramatic with URZ going from \$1.12 to \$2.24 in only a few days, a gain of 100%.

CLICK HERE FOR REPORT: <http://www.buyins.com/reports/urz1-27-10.pdf>

BUYINS.NET Updates Ebix Inc. SqueezeTrigger Report

GlobeNewswire
A NASDAQ OMX COMPANY

Share tweet 0 Email Print

Companies: Ebix Inc.

Related Quotes

| Symbol | Price | Change |
|--------|-------|--------|
| EBIX | 19.70 | +0.47 |



Press Release Source: BUYINS.NET On Tuesday August 17, 2010, 10:07 am EDT

- Approximately 48.41 Million Shares Shorted Since August 2009
- Short Squeeze Underway Since \$16.82

NEWPORT BEACH, Calif., Aug. 17, 2010 (GLOBE NEWSWIRE) - BUYINS.NET, <http://www.buyins.net>, a leading provider of Regulation SHO compliance monitoring, short sale trading statistics and market integrity surveillance, has updated coverage on Ebix, Inc. (Nasdaq:EBIX - News) after releasing the latest short sale data through August 13, 2010. The total aggregate number of

shares shorted since August 2009 is approximately 48.41 million shares. 28.8% of all daily volume is short selling. The SqueezeTrigger price for all EBIX shares shorted is \$16.82. With EBIX at \$17.96, a short squeeze has already begun.



WWW.BUYINS.NET

NEWPORT BEACH, CA

Phone: 800-715-9999
Fax: 815-328-0698

Email: tom@buyins.net

Trading Solutions to Naked Short Selling

All material herein was prepared by BUYINS.NET, based upon information believed to be reliable. The information contained herein is not guaranteed by BUYINS.NET to be accurate, and should not be considered to be all-inclusive. The companies that are discussed in this opinion have not approved the statements made in this opinion. This opinion contains forward-looking statements that involve risks and uncertainties. This material is for informational purposes only and should not be construed as an offer or solicitation of an offer to buy or sell securities. BUYINS.NET is not a licensed broker, broker dealer, market maker, investment banker, investment advisor, analyst or underwriter. Please consult a broker before purchasing or selling any securities viewed on or mentioned herein. BUYINS.NET may receive compensation in cash or shares from independent third parties or from the companies mentioned.

BUYINS.NET affiliates, officers, directors and employees have not bought shares of stock discussed in this opinion but BUYINS.NET has been paid \$1,116 per month by DIET for six months of data provided in this report. Market commentary provided by Thomas Ronk.

BUYINS.NET will not advise as to when it decides to sell and does not and will not offer any opinion as to when others should sell; each investor must make that decision based on his or her judgment.

All Rights Reserved. Copyright 2011 BUYINS.NET, LLC

BUYINS.NET WILL ISSUE A VARIETY OF REPORTS ON DIET

REGULATORY & COMPLIANCE NEWS

- Friction Factor – market maker surveillance system tracking Level II market makers in all stocks to determine Price Friction and compliance with new “Fair Market Making Requirements”
- RegSHO Naked Shorts – tracks EVERY failure to deliver in all US stocks and tracks all Threshold Security Lists daily for which stocks have naked shorts that are not in compliance with Regulation SHO

INVESTMENTS & TRADING

- SqueezeTrigger – 32 billion cell database tracks EVERY short sale (not just total short interest) in all US stocks and calculates volume weighted price that a short squeeze will begin in each stock
- Earnings Edge – predicts probability, price move and length of move before and after all US stock earnings reports
- Seasonality – predicts probability, price move and length of move based on exact time of year for all US stocks
- Group Trader – tracks sector rotation and stock correlation to its sector and predicts future moves in ALL sectors and industry groups
- Pattern Scan – automates tracking of every technical pattern and predicts time and size of move in all stocks
- GATS (Global Automated Trading System) – tracks all known trading strategies and qualifies and quantifies which are working best in real time

WHY BUYINS.NET IS BEST CHOICE FOR DIET MARKET INTEGRITY

The data we provide is extremely useful for DIET for the following reasons:

1. Stop naked short selling in shares of DIET
2. Break the market maker hold on Level II box causing so much price friction
3. Our SqueezeTrigger Reports that cross newswires and are sent to our 720,000 users help break the rest of the shorts
4. Discourage new short sellers from shorting your stock
5. Stop the negative perception that dropping stock price places on normal day to day business operations
6. Combined all of these facets help to stop the daily drain that the short attacks have on the company.

Here is a quick technology overview:

<http://www.buyins.com/centurypacificbrochure.pdf>

Background information on our CEO:

<http://www.buyins.com/images/tomronk.pdf>