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eDiets.com signs CXO Global Solutions to drive enhanced customer experience and customer acquisition efforts

Premier managed services firm will provide call center management and service delivery solutions to leading provider of online weight loss services.

Overland Park, Kan., May 26, 2009 – CXO Global Solutions, a managed services firm specializing in customer lifecycle management, today announced a definitive agreement to provide customer contact center management and service delivery solutions for online diet and weight loss pioneer, eDiets.com.

Under the terms of the agreement, CXO Global Solutions will deploy its best-in-class combination of people, processes, technology and call center supplier capabilities for eDiets.com. CXO will provide services ranging from outbound calling for customer “win-back,” customer acquisition and other revenue generating initiatives to management and oversight activities such as intraday performance and call volume monitoring. CXO’s efforts will ensure consistent and positive contact center experiences for potential eDiets.com clients, while also enabling productivity and smooth operations for the company.

“The CXO Global Solutions management team has a broad base of experience in managed call center services for companies like ours who differentiate through an optimum client experience,” says Robert Ayala, Director of Call Center Operations at eDiets.com. “We are confident in their ability to manage this important aspect of our business. This allows our own management team to focus on continuing to develop and enhance our unique product set.”

“eDiets.com has a very strong reputation in the consumer services industry,” says CXO Global Solutions President and CEO, Bryan DiGiorgio. “We’re excited about this opportunity to assist them in achieving their operational and revenue goals.”

About CXO Global Solutions

CXO Global Solutions is Kansas City-based firm specializing in unified communications and call center operations for companies looking to improve their efficiency and profitability, while delivering consistently superior customer service. The company’s goal is to help multi-site, geographically dispersed companies function as a cohesive, well-oiled machine. Working in partnership with its clients, CXO provides the people, processes and technology required to “commonize” and optimize the

performance of each site. As a result of CXO's central management and oversight, clients can more effectively acquire, support and retain their customers. For more information, please visit www.cxoglobalsolutions.com.

About eDiets.com

eDiets.com, Inc. is a leading provider of personalized nutrition, fitness and weight-loss programs. eDiets currently features its award-winning, fresh-prepared diet meal delivery service as one of the more than 20 popular diet plans sold directly to members on its flagship site, <http://www.eDiets.com/>. The company also provides a broad range of customized wellness and weight management solutions for Fortune 500 clients. eDiets.com's unique infrastructure offers businesses, as well as individuals, an end-to-end solution strategically tailored to meet its customers' specific goals of achieving a healthy lifestyle. For more information, please call 310-954-1105 or visit www.eDiets.com.