



1-800-FLOWERS.COM® PRESIDENT CHRIS MCCANN TO APPEAR IN CBS HIT REALITY SERIES “UNDERCOVER BOSS”

McCann Goes Incognito to Work Alongside Numerous Employees from 1-800-FLOWERS Retail Shops and Fannie May

CARLE PLACE, NY – April 5, 2010 – As 1-800-FLOWERS.COM® gears up for another busy Mother’s Day season, Chris McCann, president of the world’s largest florist and online gift shop, will appear in the season finale of “Undercover Boss,” the hit reality TV series on CBS. On April 11, viewers will get an inside look as McCann leaves his corporate office to go undercover and work side-by-side with his employees to gain a unique perspective on how things work at the frontline, to witness firsthand the effects his decisions have throughout the company and acknowledge unsung heroes who go above and beyond for the floral and gift retailer.

“I am so grateful for CBS providing me with this exceptional opportunity,” said Chris McCann, President of 1-800-FLOWERS.COM®. “The opportunity to experience our company at all levels makes me a stronger leader and enables 1-800-FLOWERS.COM® to continue to be the best in the business. Also, the show reaffirmed my appreciation for all our employees and their hard work – they are invaluable to us in our mission to help deliver smiles everyday.”

“Undercover Boss” follows high-level chief executives as they enter anonymously into the frontline positions of their companies. Each week documents a different executive’s undercover mission, where they have the opportunity to examine the forefront of their company. While working alongside their employees, the executives get an up-close and personal look at both the good and the bad, while discovering the unsung heroes who make their company run.

The “Undercover Boss” episode featuring 1-800-FLOWERS.COM will debut on the CBS Television Network on Sunday, April 11 at 9/8c. For additional information on 1-800-FLOWERS.COM and “Undercover Boss,” visit www.1800flowers.com and http://www.cbs.com/primetime/undercover_boss/.

About the Company

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 30 years, 1-800-FLOWERS® (1-800-356-9377 or www.1800flowers.com) has been providing customers with fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, balloons and plush stuffed animals perfect for every occasion. As always, 100% satisfaction is guaranteed. 1-800-FLOWERS.COM has earned the *2009 Gold Award* in the Online Flower Delivery category from TopTenREVIEWS; was listed as a TOP TEN MOBILE RETAILER by Internet Retailer magazine in 2009; and was recognized by Computerworld magazine as a Premier 100 IT Leader for 2010. The Company's BloomNet® international floral wire service (www.mybloomnet.net) provides a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably. The 1-800-FLOWERS.COM, Inc. "Gift Shop" also includes gourmet gifts such as popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or www.thepopcornfactory.com); cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May® confections brands (www.fanniemay.com and www.harrylondon.com); wine gifts from Ambrosia® (www.ambrosia.com) and Geerlings&Wade(SM) (www.geerwade.com); and gift baskets from 1-800-BASKETS.COM® (www.1800baskets.com) as well as Celebrations® (www.celebrations.com), a premier online destination for fabulous party ideas and planning tips. 1-800-FLOWERS.COM, Inc. is involved in a broad range of corporate social responsibility initiatives, including continuous expansion and enhancement of its environmentally-friendly "green" programs, various philanthropic and charitable efforts and special private-sector skills training programs for military veterans. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

Contact:

Yanique Woodall

ywoodall@1800flowers.com