



One Old Country Road, Suite 500
Carle Place, NY 11514

We are pleased to share press highlights of the 1-800-FLOWERS.COM's announcement 7/30/09 as the first retailer to open an online store within Facebook. Beginning with an **exclusive** media interview between Jim McCann and the *Associated Press*, 1-800-FLOWERS.COM's announcement quickly spread through media outlets generating over **40 million media impressions!** A Facebook spokesperson told the media "*the 1-800-Flowers store is a good example of what we expect to see from online retailers. We're seeing brands do more and more interesting things with their Facebook Pages. The 1-800-Flowers' online store is a great example of a business trying new things. Facebook Pages can be a unique and interactive way for businesses to communicate and engage with consumers.*"

Most notably, the announcement appeared in prominent media outlets such as *USA Today*, *The Wall Street Journal*, *The Washington Post*, *Philadelphia Inquirer* and *Crain's New York*. Also, there were additional media interviews with outlets such as *Newsday* and *Internet Retailer*.

For your reference, please see below (and attached) a few of the press highlights!

PRESS HIGHLIGHTS BELOW:

- *USA Today*
- *The Wall Street Journal*
- *Crain's New York*
- *The Washington Post*
- *Newsday*
- *San Francisco Chronicle*
- *Philadelphia Inquirer*
- *Internet Retailer*
- *The Miami Herald*
- *The Huffington Post*
- *RedOrbit.com*
- *Examiner.com*

THE WALL STREET JOURNAL.

July 30, 2009

Impressions: 5,035,397

By WSJ Staff

Flowers on Facebook: Everyone on Facebook has received a "virtual" gift. Now users can actually buy and send a "real" gift: namely, flowers courtesy of 1-800-Flowers.com. The gifting Web site will open a Facebook store to let people buy products directly. [AP]

The Washington Post

July 29, 2009

Impressions: 7,943,529

1-800-FLOWERS.COM Sets Up Shop Inside Facebook

In another testament to the notion that Facebook is quietly turning into the internet on top of the Internet, online flower retailer 1-800-Flowers.com has launched an e-commerce store inside its Facebook Page.

Registered users can now order all kinds of floral products from the popular florist and gift shop without ever leaving the social network.

1-800-FLOWERS is a bit of a pioneer when it comes to initiatives like this. In 1992 (!), the company was already fiddling with selling goods via the Internet, and two years later it became the first merchant of any kind to transact on AOL. Now, it's the first online retailer to launch a fully functional commercial storefront inside Facebook.

1-800-FLOWERS.COM has teamed up with ad network/app developer Alvenda to bring its store to a potentially massive audience on Facebook I'm told future versions of the store will integrate more robust social features, including birthday calendars and group gift giving options.

Currently, 1-800-FLOWERS accepts payment with all major credit cards, but it's conceivable that it will be quick to implement Facebook's upcoming proprietary payment platform, which is currently being tested with a handful of developers.

To conclude, a tip: when you become a fan of the retailer's Facebook Page, you get a discount code. Happy flower shopping!



July 29, 2009

Impressions: 1,766,717

Facebook enables e-commerce

FIRST RETAIL PRODUCT EVER SOLD INSIDE FACEBOOK

11:50 AM EST
JULY 8, 2009
\$34.99

Slice of Life™



1-800-flowers.com

E-commerce has finally arrived to Facebook and its future looks rosy. 1-800-Flowers.com has launched an e-commerce store in Facebook, enabled by a company named Alvenda.

The new 1-800-Flowers.com storefront is not very easy to find. It's no surprise, given that Facebook is not known for its search capabilities. But I suspect that will change, along with the future of e-commerce-enabled social media.

Alvenda, a Minneapolis-based company which received its first round of funding in December 2008, has created Shoplets (advertisements that transform into mini e-commerce sites.)

Shoplets give merchandisers the ability to sell from any location, including publishers' websites and blogs. I am pretty certain we will hear a lot more about Alvenda and social-media storefronts in the coming months. It is where social media is going, in an effort to become profitable.



July 29, 2009

Impressions: 1,572,095

Flower shop launches first Facebook store

NEW YORK - In a first, but likely not last for Facebook, a retailer is setting up shop inside the popular social-networking site.

Flower and gift retailer 1-800-Flowers.com plans to announce Wednesday it has opened a retail store to let people shop for its products directly through Facebook. The Carle Place, N.Y.-based company was already a pioneer in using a 1-800 number as its name.

But now that it gets the majority of its orders online, CEO and founder Jim McCann calls mobile applications and the Facebook store a natural step.

Of course, there are still hurdles. It's hard to find the company's fan page on Facebook, for example, unless you remember to include the hyphens and the ".com."



July 29, 2009

Impressions: 54,613

1-800-Flowers launches Facebook store

Online flower retailer uses social networking site to reach customers directly.

(AP) - In a first, but likely not last, for Facebook, a retailer is setting up shop inside the popular social-networking site.

Flower and gift retailer 1-800-Flowers.com plans to announce Wednesday it has opened a retail store to let people shop for its products directly through Facebook.

The Carle Place, L.I.-based company was already a pioneer in using a 1-800 number as its name. The company went online in 1991, and three years later it became the first merchant on AOL.

CEO and founder Jim McCann calls mobile applications and the Facebook store a natural step, now that 1-800-

Flowers.com gets the majority of its orders online. The company launched an application for the BlackBerry last fall, and one for the iPhone followed shortly after.

Of course, there are still hurdles. It's hard to find the company's fan page on Facebook, for example, unless you remember to include the hyphens and the ".com." This is something 1-800-Flowers.com says it is aware of. But to fix it, Facebook would have to tweak its search capabilities.

It's difficult to put a dollar figure on Facebook's benefits to businesses like 1-800-Flowers.com. But what is clear is that more and more companies are keeping up with their customers using social networks. There are roughly 300,000 active fan pages on Facebook, for businesses ranging from Target to McDonald's.



July 29, 2009

Impressions: 9,469,776

Flower shop launches first Facebook store



[Enlarge](#) By Robert Deutsch, USA TODAY

Jim McCann, CEO of 1800-flowers.com, photographed in a 1800 flowers retail store in New York.

By Barbara Ortutay, Associated Press

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THE HUFFINGTON POST

JULY 29, 2009

July 29, 2009

Impressions: 6,700,104

http://www.huffingtonpost.com/2009/07/29/1800flowers-launches-firs_n_247265.html

(Exact reprint of AP article)

SFGate

home of the

San Francisco Chronicle

July 29, 2009

Impressions: 3,592,140

<http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2009/07/28/financial/f212019D00.DTL&type=business>

(Exact reprint of AP article)



July 29, 2009

Impressions: 2,301,250

1-800-Flowers plants itself on Facebook



1-800-Flowers.com has hung out a shingle on Facebook.

Users of the social-networking site can now buy flowers inside the Facebook page of the Carle Place-based gift and floral retailer, without having to leave the site.

"Facebook is redefining the social web, a cultural and social phenomenon that has changed the way we connect with one another," Jim McCann, chief executive and company founder, said in a statement. He added that the company was

proud to be the first "in launching a retail store inside Facebook, a bold step in unlocking the tremendous marketing potential of social media."

The retailer said features such as birthday calendars and group gift-giving options are planned for the online store.

Minneapolis-based developer Alvenda Inc. helped set up the application. "Alvenda enables customers to shop with brands wherever they happen to be; whether they're on YouTube, a favorite blogger Web site, or now Facebook," said Alvenda chief executive Wade Gerten.

On Alvenda's Facebook page is a photo of a flower product with the headline: "First retail product ever sold inside Facebook, 11:50 a.m., July 8." Visit the page at <http://www.facebook.com/1800flowers>

The Miami Herald

July 29, 2009

Impressions: 1,900,000

<http://www.miamiherald.com/business/technology/story/1161836.html>

(Exact Reprint of the AP Article)



July 29, 2009

Impressions: 246,923

1-800-Flowers debuts the first online store on Facebook

The online floral retailer 1-800-Flowers.com Inc., one of the pioneers of Internet and telephone-based retailing, has launched the first online store on Facebook, the social networking site says. The shop at Facebook.com/1-800-Flowers lets customers shop and complete purchases without leaving their Facebook page.

"Facebook is redefining the social web, a cultural and social phenomenon that has changed the way we connect with one another," says Jim McCann, CEO and founder of 1-800-Flowers.com. "In 1992, 1-800-Flowers was one of the first businesses to embrace the Internet and in 1994 we were the first merchant of any kind to transact on AOL. Fifteen years later, we are extremely proud to again be the first—this time in launching a retail store inside Facebook, a bold step in unlocking the tremendous marketing potential of social media."

The retailer's Facebook store had been up for almost a month for a beta test, but the official launch today caused a huge outpouring of consumers and regular customers expressing their interest on Facebook as well through Twitter and blog posts, McCann says. "The number of visitors to our

Facebook page tripled since yesterday," McCann said after today's launch.

Although 1-800-Flowers has the first online store on Facebook, other retailers also use the social networking site to promote sales. Sears Holdings Corp. says it allows shoppers on its Facebook Campus Ready page to make purchases without leaving Facebook, and other companies, including Hewlett-Packard Co., let visitors to their Facebook pages click through to their branded retail sites to shop and make online purchases. But 1-800-Flowers is the first to launch an online store on Facebook, a spokeswoman for Facebook says. The floral retailer uses a software application from Alvenda that lets Facebook visitors shop and complete purchases on 1-800-Flowers.com within a Facebook page, says Alvenda CEO Wade Gerten.

Alvenda's technology, which the company refers to as a shoplet, is also used to let consumers shop e-commerce sites from online ads placed on third-party web sites. When 1-800-Flowers used Alvenda shoplets in online banner ads for Mother's Day this year, it realized a 41% increase in sales per ad impression compared to banner ads without a shoplet, the retailer and Alvenda say.

"We believe the majority of future online sales will happen off-site," Gerten says. "Alvenda enables customers to shop with brands wherever they happen to be; whether they're on YouTube, a favorite blogger web site, or now Facebook. With innovative brands like 1-800-Flowers.com, Alvenda is moving commerce forward to unique touch points."

The floral retailer's Facebook page, at Facebook.com/1800Flowers, includes a "Shop!" button in a navigation bar that activates the retailer's e-commerce window. By keeping shoppers on Facebook while they shop on 1-800-Flowers.com, the retailer makes it easier for them to post and share comments about their shopping experiences with friends, the retailer says. 1-800-Flowers also makes special offers on its Facebook page to encourage visitors to register on Facebook as a fan of the retailer, a step that lists 1-800-Flowers.com on the visitor's personal Facebook page.

Future versions of the retailer's Facebook store will offer additional social features, including birthday calendars and group gift-giving options, 1-800-Flowers says. McCann says the retailer expects to eventually roll out additional Facebook stores for its other retail floral, gifts and food brands, which include FannieMay.com, The PopcornFactory.com and PlowandHearth.com, and that it is already starting to communicate with other social networking sites to launch online stores on their platforms. 1-800-Flowers is No. 31 in the [Internet Retailer Top 500 Guide](#).

The spokeswoman for Facebook says the 1-800-Flowers store is a good example of what the social networking site expects to see from online retailers. "We're seeing brands do more and more interesting things with their Facebook Pages," she says. "1-800-Flowers' online store is a great example of a business trying new things. Facebook Pages can be a unique and interactive way for businesses to communicate and engage with consumers."

Gerten adds that Alvenda is currently working with three other online retailers, including two within the top five online retailers as listed in the Internet Retailer Top 500 Guide, to launch online stores on Facebook.

StarTribune.com | MINNEAPOLIS - ST. PAUL, MINNESOTA

July 29, 2009

Impressions: 1,808,874

http://www.startribune.com/science/51948862.html?elr=KArks:DCiUo3PD:3D_V_qD3L:c7cQKUiD3aPc_Yyc:aUU

(Exact reprint of AP article)

redOrbit

July 29, 2009

Impressions: 1,152,194

1-800-Flowers Sets Up Shop On Facebook



Facebook is allowing a retailer, for the first time ever, to set up a flower shop inside the popular social-networking site. On Wednesday, flower and gift retailer 1-800-Flowers announced plans to open a retail store that lets people shop for its products directly through Facebook.

The company was already a pioneer that used a 1-800 number as its name. The company first went online in 1991 and became the first merchant on AOL three years later.

The company now receives most of its orders through the Internet, and CEO Jim McCann said mobile applications and the Facebook store is a natural step. Last fall, the company launched an application for the BlackBerry and the iPhone. One of the hurdles the company is facing with Facebook is a user trying to find the company's fan page on the site. A user must include the hyphens and the ".com" in order to find the page. Facebook would have to tweak its search capabilities in order to fix this problem.

There are about 300,000 active fan pages of retailers on Facebook, including Target and McDonald's, using the social networking site to keep up with their customers.

1-800-FLOWERS.COM, INC.

1-800-FLOWERS.COM(R) Debuts Online Store on Its Facebook Page

--Leading Floral Retailer to Host First Store within a Facebook Page

CARLE PLACE, N.Y., July 29, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Giving consumers a brand new way to shop, 1-800-FLOWERS.COM(R) (FLWS), the world's leading florist and gift shop has launched an e-commerce store inside its Facebook(R) Page, where customers can purchase their floral favorites without ever leaving the site. With the debut of a fully-functioning storefront, people can now browse and buy gifts directly through the 1-800-FLOWERS.COM Facebook Page.

"Facebook is redefining the social web, a cultural and social phenomenon that has changed the way we connect with one another," said Jim McCann, CEO and Founder of 1-800-FLOWERS.COM. "In 1992, 1-800-FLOWERS was one of the first businesses to embrace the Internet and in 1994 we were the first merchant of any kind to transact on AOL. Fifteen years later, we are extremely proud to again be the first -- this time in launching a retail store inside Facebook, a bold step in unlocking the tremendous marketing potential of social media."

Considered a pioneer in e-retailing and a multi-channel innovator, 1-800-FLOWERS.COM has partnered with Alvenda, Inc., a commerce-enabled advertising network and application developer, to bring its store to the more than 250 million users on Facebook. The highly interactive Facebook Page enables 1-800-FLOWERS.COM customers to easily access a broad selection of fresh floral gifts simply by clicking on the "Shop!" tab. With Alvenda's technology, 1-800-FLOWERS.COM can offer fans and consumers a convenient way to shop without leaving Facebook.

"We believe the majority of future online sales will happen 'offsite.' Alvenda enables customers to shop with brands wherever they happen to be; whether they're on YouTube, a favorite blogger Web site, or now Facebook," said Wade Gerten, CEO, Alvenda. "With innovative brands like 1-800-FLOWERS.COM, Alvenda is moving commerce forward to unique touch points."

Future versions of the store will integrate more robust social features, including birthday calendars and group gift giving options.

About 1-800-FLOWERS.COM, Inc.

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 30 years, 1-800-FLOWERS.COM, Inc. 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. 1-800-FLOWERS.COM((R)) (1-800-356-9377 or www.1800flowers.com), is one of the top 50 online retailers by Internet Retailer, as well as 2008 Laureate Honoree by the Computerworld Honors Program and the recipient of ICMI's 2006 Global Call Center of the Year Award. 1-800-FLOWERS.COM offers the best of both worlds: exquisite arrangements created by some of the nation's top floral artists and hand-delivered the same day, and spectacular flowers shipped overnight from its "Fresh From Our Growers(R)" collection. As always, 100% satisfaction and freshness are guaranteed. Also, visit 1-800-Flowers en Espanol (www.1800flowersenespanol.com). The Company's BloomNet((R)) international floral wire service provides (www.mybloomnet.net) 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((R)) (1-800-541-2676 or www.thepopcornfactory.com); cookies and baked gifts from Cheryl&Co.((R)) (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May(R) confections brands()(www.fanniemay.com and www.harrylondon.com); gourmet foods from Greatfood.com((R)) (www.greatfood.com); wine gifts from Ambrosia((R)) (www.ambrosia.com); gift baskets from 1-800-BASKETS.COM((R)) (www.1800baskets.com) and DesignPac(SM) (www.designpac.com); Celebrations((R)) (www.celebrations.com), a new premier online destination for fabulous party ideas and planning tips; as well as Home Decor and Children's Gifts from Plow & Hearth((R)) (1-800-627-1712 or www.plowandhearth.com), Wind & Weather(R) (www.windandweather.com), HearthSong((R)) (www.hearthsong.com) and Magic Cabin((R)) (www.magiccabin.com). Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market under ticker symbol FLWS.

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SOURCE 1-800-FLOWERS.COM, Inc.

<http://www.1800flowers.com>

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