



## **BloomNet® Digital Direct Marketing: More Traffic, Increased Sales for Retail Florists**

Carle Place, New York, May 25, 2010 – BloomNet®, a preferred wire service provider and single destination for products and services for retail Florists worldwide, has introduced a state-of-the-art marketing program designed to build customer traffic and boost sales for BloomNet Professional Florists.

BloomNet's new Digital Direct Marketing service, the first in a series of newly developed marketing solutions created to support the local promotional efforts of BloomNet Florists, combines the multiple benefits of cutting-edge digital print technology, complete customization and ease of use. BloomNet has partnered with 123Print®, a leading digital printing specialist, to offer the service.

“Today's digital printing capabilities are truly amazing, boasting top-notch quality along with incredible speed and flexibility...giving Florists the ability to create a wide range of dynamic marketing pieces as well as entire coordinated campaigns in very little time on limited budgets,” said Mark Nance, AAF, President of BloomNet. “Our Digital Direct Marketing service can be a powerful tool for BloomNet Florists to drive more customers into their retail stores and increase their sales and profits during specific holiday periods and throughout the year.”

To utilize BloomNet's highly affordable and fully automated Digital Direct Marketing service, Florists log onto <http://print.bloomnet.net> and choose from hundreds of colorful and professionally-designed templates including flyers, statement stuffers, post cards, calendars, door hangers, car magnets, banners, yard signs, business cards, and more. Florists then customize their designs with the name of their shop, address, phone number and website URL. Next, they simply click to place their digital print order. Minimum quantities are low, printed materials can be shipped in as little as 24 hours, and the cost for digital printing is a fraction of the expense typically required for printing on a traditional press.

“The Digital Direct Marketing program is a great example of the kind of innovation that BloomNet offers in support of retail Florists and it's something that 123Print is really proud to be a part of,” said John Jenner, President of 123Print. “Like BloomNet, 123Print has a tradition of helping smaller and local businesses succeed. Being able to put our digital technologies to work to bring affordable, high-quality customized direct marketing materials and identity-building tools like business cards to neighborhood Florists across the country is a great opportunity for all involved.”

For further information about BloomNet's new Digital Direct Marketing program, Florists can visit <http://print.bloomnet.net> or call 1-888-634-4617.

**About BloomNet®**

BloomNet® is an international floral wire service provider offering quality products and diverse services to a select network of professional retail Florists who utilize BloomNet's resources to grow their businesses profitably ([www.mybloomnet.net](http://www.mybloomnet.net) or 1-866-BloomNet). Professional Florists who are part of the BloomNet network can take advantage of several key benefits including higher profitability on wire orders, the highest published rebate in the industry with lower rebate qualifications, lower operating costs, lower membership costs, state-of-art technology solutions, and complete suite of value-add products & services. BloomNet has established and maintains the industry's most stringent business standards for participating Florists. BloomNet, Inc. is a wholly-owned subsidiary of 1-800-FLOWERS.COM, Inc.

**About 123Print.com**

123Print.com is one of the web's fastest-growing resources for custom-printed, full-color business cards, postcards, marketing materials, personalized business stationery, invitations and more. Featuring professionally-designed templates and intuitive online design tools; 123Print has helped hundreds of thousands of businesses achieve success by expressing their uniqueness with easy-to-create, budget-friendly, high-quality, on-demand digital printing.

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