



## **BloomNet® Website Hosting Solutions Enable Floral Shops To Grow Their Businesses Online**

CARLE PLACE, N.Y.--(BUSINESS WIRE)--Jan. 11, 2007--BloomNet®, a preferred wire service provider and single destination for products and services for professional retail Florists worldwide, offers a comprehensive suite of technology solutions that make it easy and affordable for Florists to make the most of the Internet and grow their businesses online.

The BloomNet Technologies Online program includes state-of-the-art website tools and scalable technology designed to assist BloomNet Professional Florists in growing their businesses online both now and in the future. By utilizing the program, floral shops can attract new customers, enhance relationships with existing customers, generate sales in broader geographic markets, build repeat business, compete effectively with online companies, and lower operating expenses.

"Our BloomNet Technologies Online Website Hosting Services is rich with powerful features yet simple to implement, offering BloomNet Professional Florists everything they need to give their businesses a competitive edge through the strength of web-based marketing," said Mark Nance, President of BloomNet. "Perhaps best of all, the program is highly economical. In fact, we offer some of the lowest pricing in the industry."

Benefits of BloomNet's website program include uniquely flexible clearing house statement payment options, allowing Florists to apply their website costs directly to their monthly statements. Florists will also be able to interface their website with the secure web-based BloomNet Technologies BloomLink Network, delivering online orders and messages directly to florists' systems. Furthermore, BloomNet offers an extensive selection of professionally designed templates to give Florists' websites a top-quality look and feel. BloomNet will also assist Florists in keeping their websites fresh and current by providing website maintenance, support and updating, as an important part of the program.

Among the specific features of the program are secure and reliable web hosting 24 x 7 x 365, dynamic e-Commerce shopping cart and delivery calendar functionality, merchandising tools including product search and card messaging, marketing tools such as website search engine optimization, customer registration, and email-based order delivery confirmations and customer gift reminder service.

For more information on BloomNet Technologies Online or to become a BloomNet Professional Florist, call 1-866-BloomNet (1-866-256-6663).

### **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. 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 and a complete suite of technology solutions. BloomNet has established and maintains the industry's most stringent business standards for participating Florists. BloomNet is a wholly-owned subsidiary of 1-800-FLOWERS.COM (FLWS).