

1-800-FLOWERS.COM(R) and Patti Stanger Play Matchmaker This Valentine's

Elite Millionaire Matchmaker Teams Up with World's Leading Florist and Gift Shop to Introduce Signature "Matchmaker Collection" of Gifts to Create the Perfect Valentine's

CARLE PLACE, N.Y., Jan 19, 2010 /PRNewswire via COMTEX News Network/ -- This Valentine's the world's largest florist and online gift shop, 1-800-FLOWERS.COM, Inc. (Nasdaq: FLWS), has joined forces with elite Matchmaker, Patti Stanger, to guide consumers and romantic hopefuls on choosing the perfect gift for celebrating the most romantic holiday of the year. The collaboration between the online retailer and renowned relationship guru introduces a signature "Patti Stanger" bouquet and additional arrangements and gifts, which create an exclusive "[Matchmaker](#)" collection, all expertly designed to deliver the most memorable displays of love and affection.

"At 1-800-FLOWERS.COM, we have pride ourselves on helping people to express themselves and connect with the important people in their lives. It made perfect sense for 1-800-FLOWERS.COM to team with Patti, the expert for helping people find the perfect partner," said Jim McCann, CEO and Founder of 1-800-FLOWERS.COM. "With the debut of the "Matchmaker" collection," we are making it easier than ever for our customers to find the appropriate gifts for their friends, family and loved ones."

Known for her no-nonsense approach towards dating and successful matchmaking services that cater to an elite clientele, Patti Stanger, a third generation matchmaker and star of Bravo's popular docu-series "Millionaire Matchmaker, is bringing her sought after relationship and dating expertise to 1-800-FLOWERS.COM customers nationwide. Now, Valentine's shoppers can get a clue from Patti by browsing through her "Matchmaker" collection, a helpful guide that matches up a variety of stunning floral bouquets and gifts with the level commitment for each relationship status. Whether, you're newly engaged, married for years or in the friend zone, Patti's floral picks ensure that the gift conveys the right message.

"Picking the right Valentine's bouquet makes a statement and sets the tone for the evening. A great gift can go a long way in making sure both partners get what they want for [Valentine's Day](#)," said Patti Stanger. "This year I am playing cupid with 1-800-FLOWERS.COM. Together, we have introduced a beautiful collection of flowers and gifts that will help people everywhere create their own personal love story."

The pairing of Patti's matchmaking skills with 1-800-FLOWERS.COM aims to give consumers a fool-proof way to wow their Valentine's with the perfect gift by helping consumers decipher the language of flowers. From classic red roses to fun, flirty pink buds and attention-grabbing daisies, Patti's floral recommendations are neatly categorized into five levels of love: Friendship, Great Date, New Love, Committed Relationship and Engagement. For more information, visit www.1800flowers.com/pattistanger.

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(R) (1-800-356-9377 or www.1800flowers.com), was listed as a Top 50 Online Retailer by Internet Retailer in 2006, 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. 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.

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); wine gifts from Ambrosia(R) (www.ambrosia.com) and Geerlings&Wade(SM) (www.geerwade.com); gift baskets from 1-800-BASKETS.COM(R) (www.1800baskets.com) and DesignPac(R) gifts (www.designpac.com) and Celebrations(R) (www.celebrations.com), a new premier online destination for fabulous party ideas and planning tips. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

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