

1-800-FLOWERS.COM(R) and Justin Bieber Play Cupid This Valentine's

Launch of Exclusive Bouquet and Online Sweepstakes Gives Fans a Chance to Become Justin Bieber's Special Valentine

CARLE PLACE, N.Y., Jan 20, 2010 /PRNewswire via COMTEX News Network/ -- Known for his upbeat lyrics and infectious beats as heard in his recent hit singles, 15-year-old musical pop sensation Justin Bieber is teaming up with 1-800-FLOWERS.COM, Inc. (Nasdaq: FLWS) the world's largest florist and online gift shop, to make sure there's "One Less Lonely Girl" this Valentine's. With the introduction of Justin's signature "One Less Lonely Girl" bouquet of roses, the online floral retailer is making it easy for consumers to select a gift that will warm the hearts of any Justin Bieber fanatic. With the launch of the "[Be Justin Bieber's Valentine](#)" sweepstakes hosted by 1-800-FLOWERS.COM, consumers and fans are eligible for a chance to win a personal meet-and-greet with Justin himself and receive a special Valentine's bouquet of roses -- a prize designed to be a hit this holiday.

"From generation to generation, there is no gift more classic than a bouquet of stunning red roses. We are so pleased to join with Justin, an extraordinary young man, to help make sure that there are no lonely girls this Valentine's," said Jim McCann, CEO and Founder of 1-800-FLOWERS.COM.

Fans of the pop star can enter the "Be Justin Bieber's Valentine" sweepstakes for a chance to become the pop star's special Valentine or for the opportunity to win other incredible prizes. In addition, an online contest will also be held that calls for fans and 1-800-FLOWERS.COM customers to submit online videos telling Justin why they would love to receive his "One Less Lonely Girl" Bouquet and be his one and only Valentine. Justin will choose among his favorite video entries and winners will receive tickets to a Justin Bieber concert and receive a bouquet of flowers directly from the singer. To enter the video contest, contestants are asked to create fun and entertaining videos and send the link from YouTube, Facebook or other video sharing sites via email to justinbieber@1800flowers.com.

"Flowers are a great way to tell that special someone how much they mean to you or let someone who you like know that you're interested," said Justin Bieber. "A special fan will receive my 'One Less Lonely Girl' Bouquet and a personally signed card from me in honor of Valentine's Day."

Inspired by Justin Bieber's latest love song, the "[One Less Lonely Girl Bouquet\(TM\)](#)," available at 1-800-FLOWERS.COM, gives fans a reason to express their deepest feelings on the most romantic day of the year. Comprised of one or two dozen rare Red Intuition roses in a deep red hue, each arrangement is accompanied by an exclusive Valentine's Day card from Justin Bieber. Valentine's shoppers can choose among clear, red, or silver vases. Additionally, a portion of the proceeds from the One Less Lonely Girl Bouquet will be donated to Pencils of Promise, a nonprofit organization that partners with local communities to help build schools of early-stage education in developing nations.

To enter the "[Be Justin Bieber's Valentine](#)" sweepstakes or to purchase the "One Less Lonely Girl Bouquet," visit www.1800flowers.com.

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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