



MAS Order Management System from BloomNet® Can Boost Profit Potential for Florists

CARLE PLACE, N.Y.--(BUSINESS WIRE)--Feb. 1, 2007--It's a formula for success in nearly any business: Get more done in less time; and the gains in productivity can translate to higher profits. The MAS (McShan-Abner Systems) Order Management System, available now through BloomNet®; makes it simple for any flower shop to manage virtually all aspects of its business, faster and more cost-effectively.

"MAS is extremely proud to be the BloomNet preferred software provider, bringing the intuitive and profit-enhancing features of our versatile application to BloomNet Professional Florists," said Abner Maldonado, co-owner and founder. The robust MAS system, which is the premiere independent software solution of choice throughout the floral industry, includes a comprehensive suite of solutions enabling Florists to process orders, manage deliveries, keep track of inventories, leverage marketing tools for existing and potential customers, and many other functions...all with ease and speed.

"Our commitment, has always been and will continue to be, to the more than 9,000 professional Florists who continually look to BloomNet for innovative ways to increase shop profitability with the "freedom of choice", that best supports their long and short term business needs" said Mark Nance, President of BloomNet. "MAS is a best of breed, user-friendly Order Management Solution, that is fully loaded with a vast array of features, designed to help any Florist, large or small, process orders more efficiently, reduce labor expenses, improve and expand upon existing customer relations, and generate expanded sales opportunities."

Specific benefits of the MAS Order Management System include the ability to enter orders and review delivery information instantly, as well as print status reports, transmit delivery and mapping detail or trip sheets to GPS devices, track product inventories in real time, manage billing and accounts receivables, produce purchase orders, analyze sales performance, automatically create and send personalized post cards and emails to existing customers as well as future prospects, create gift and affinity cards, send electronic customer order and delivery confirmations, and much more.

For further information on the MAS Order Management System available through BloomNet Technologies, or to become a BloomNet Professional Florist, call 1-866-BloomNet (1-866-256-6663) or email technologysales@bloomnet.net.

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).