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**1-800-FLOWERS.COM® MAKES ITS SILVER SCREEN DEBUT
IN THE NEW LINE CINEMA FILM “VALENTINE’S DAY”**

*Online Floral Retailer Teams up with Warner Bros. as the
Official Floral Provider for the romantic comedy “Valentine’s Day”*

CARLE PLACE, NY – February 1, 2010 – This Valentine’s Day, the fresh floral stems and stunning bouquets of 1-800-FLOWERS.COM® are making their way from computer screens to the big screen as the online retailer and gift shop joins forces with Warner Bros. to become the official floral provider for their upcoming film “[Valentine’s Day](#),” opening nationwide on February 12, 2010. In honor of this exciting collaboration, 1-800-FLOWERS.COM now offers an exclusive arrangement inspired by “Valentine’s Day,” the movie, the [Be Mine “Valentine’s Day” Bouquet](#). In addition to showcasing beautiful buds and colorful floral arrangements throughout the film and offering the Be Mine “Valentine’s Day” Bouquet, 1-800-FLOWERS.COM has launched a “Romantic [Hollywood Getaway](#)” sweepstakes in which one lucky winner will get the chance to feel like they are starring in their own movie, with prizes including a private tour of the Warner Bros. Studio and \$1,000 worth of DVDs courtesy of Warner Bros.

An all-star ensemble cast comes together in “Valentine’s Day,” which follows the intertwining storylines of a diverse group of Los Angelinos as they navigate their way through romance and heartbreak over the course of one Valentine’s Day. Couples and singles experience the pinnacles and pitfalls of finding, keeping or ending relationships in a day in the life of love. Throughout the film, flowers provide the characters with an outlet to express their deepest sentiments and show their love and affection for one another.

“In ‘Valentine’s Day,’ we see the characters make grand gestures toward their loved ones and declare their deepest feelings in a number of heartfelt ways, which include sending and giving stunning floral bouquets,” said Jim McCann, CEO and founder of 1-800-FLOWERS.COM. “We are thrilled to bring our products to the movie and we hope it will inspire moviegoers and romantics to celebrate and express their love in honor of Valentine’s Day with beautiful flowers and thoughtful gifts.”

Directed by Garry Marshall, “Valentine’s Day” features a star-studded cast, including Jessica Alba, Kathy Bates, Jessica Biel, Bradley Cooper, Eric Dane, Patrick Dempsey, Hector Elizondo, Jamie Foxx, Jennifer Garner, Topher Grace, Anne Hathaway, Ashton Kutcher, Queen Latifah, Taylor Lautner, George Lopez, Shirley MacLaine, Emma Roberts, Julia Roberts and Taylor Swift.

“We are very happy to be working with 1-800-FLOWERS.COM to help promote our movie ‘Valentine’s Day,’” said Nicole Sedita, Vice President, Warner Bros. National Promotions. “As flowers are a universal way of expressing how much you care on Valentine’s Day, it was a natural collaboration and a perfect match.”

The Be Mine “Valentine’s Day” Bouquet features gorgeous spray roses, lilies, carnations and bear grass, hand-designed within a unique, cylindrical glass vase. Inspired by the emotions and sentiments seen throughout the film, the Be Mine “Valentine’s Day” Bouquet is the perfect gift to showcase feelings of love this romantic holiday.

1-800-FLOWERS.COM consumers and “Valentine’s Day” fans will have the opportunity to enter the “Romantic Hollywood Getaway” sweepstakes through February 14, 2010. One lucky grand prize winner will win a private tour for two of the Warner Bros. Studio; two tickets to a live taping of a talk show; airfare and hotel for two courtesy of Funjet Vacations; \$1,000 worth of romantic Warner Bros. movies on DVD; one year of fresh flowers from 1-800-FLOWERS.COM; and the Happy Valentine’s Day Champagne & Truffles basket from 1-800-BASKETS.COM, as well as gifts from the 1-800-FLOWERS.COM family of brands.

To learn more about “Valentine’s Day,” please visit www.valentinesdaymovie.com

To learn more about the “Romantic Hollywood Gateway,” visit www.1800flowers.com/getaway

About the Company

1-800-FLOWERS.COM, Inc. is the world’s leading florist and gift shop. For more than 30 years, 1-800-FLOWERS® (1-800-356-9377 or www.1800flowers.com) 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. As always, 100% satisfaction is guaranteed. 1-800-FLOWERS.COM has earned the *2009 Gold Award* in the Online Flower Delivery category from TopTenREVIEWS; was [listed as a TOP TEN MOBILE RETAILER by Internet Retailer magazine in 2009](#); and was recognized by Computerworld magazine as a Premier 100 IT Leader for 2010. The Company’s BloomNet® international floral wire service (www.mybloomnet.net)

provides a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably. The 1-800-FLOWERS.COM, Inc. “Gift Shop” also includes gourmet gifts such as popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or www.thepopcornfactory.com); cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May® confections brands (www.fanniemay.com and www.harrylondon.com); wine gifts from Ambrosia® (www.ambrosia.com) and Geerlings&WadeSM (www.geerwade.com); and gift baskets from 1-800-BASKETS.COM® (www.1800baskets.com) as well as Celebrations® (www.celebrations.com), a premier online destination for fabulous party ideas and planning tips. 1-800-FLOWERS.COM, Inc. is involved in a broad range of corporate social responsibility initiatives, including continuous expansion and enhancement of its environmentally-friendly “green” programs, various philanthropic and charitable efforts and special private-sector skills training programs for military veterans. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

About Valentine’s Day

An all-star ensemble cast comes together in “Valentine’s Day,” which follows the intertwining storylines of a diverse group of Los Angelenos as they navigate their way through romance and heartbreak over the course of one Valentine’s Day. Couples and singles experience the pinnacles and pitfalls of finding, keeping or ending relationships in a day in the life of love. Directed by veteran filmmaker Garry Marshall, the film stars Jessica Alba, Kathy Bates, Jessica Biel, Bradley Cooper, Eric Dane, Patrick Dempsey, Hector Elizondo, Jamie Foxx, Jennifer Garner, Topher Grace, Anne Hathaway, Ashton Kutcher, Queen Latifah, Taylor Lautner, George Lopez, Shirley MacLaine, Emma Roberts, Julia Roberts and Taylor Swift. Marshall directed “Valentine’s Day” from a screenplay by Katherine Fugate, story by Fugate and Abby Kohn & Marc Silverstein. The film is produced by Mike Karz and Wayne Rice, with Toby Emmerich, Samuel J. Brown, Michael Disco, Diana Pokorny and Josie Rosen serving as executive producers. New Line Cinema presents, a Wayne Rice/Karz Entertainment Production, a Garry Marshall Film, “Valentine’s Day,” to be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company.

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