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1-800-FLOWERS.COM® SHARES THE LOVE THIS VALENTINE'S

World's Leading Florist and Gift Shop Introduces Free Shipping, No Service Charge and New Social Media Applications to Help Consumers Select the Perfect Gifts this Holiday

CARLE PLACE, NY – February 2, 2010 – According to a recent poll conducted by 1-800-FLOWERS.COM and Wakefield Research, over 40% of women think their significant other should never forget flowers on Valentine's. From sending a fresh bouquet of flowers to writing a sweet love note, it is the small, simple gestures that truly make a statement with loved ones on Cupid's holiday. 1-800-FLOWERS.COM, Inc. (NASDAQ:FLWS) the world's largest florist and online gift shop, is the ultimate source this Valentine's, offering unique gifts and launching new online applications to make sure customers find the perfect way to express themselves to their Valentine.

"Our goal is to help customers convey the perfect message to their special someone this Valentine's," said Jim McCann, CEO and Founder of 1-800-FLOWERS.COM. "Whether it is for a first date or a spouse of fifty years, 1-800-FLOWERS.COM has identified the perfect gifts to help our customers connect with their special someone on the most romantic day of the year."

As part of their Valentine's collection, 1-800-FLOWERS.COM has hand-selected a variety of gifts to offer customers. Whether she prefers roses, lilies, [chocolate](#) or champagne, the online retailer has taken the traditional gifts of Valentine's Day and transformed them into elegant, lavish offerings that any customer can feel confident in giving to their loved one, including:

- [Everlasting Love](#) -- A bouquet that says it all when words aren't enough; complete with passionate red roses, stunningly beautiful lilies, delicate heather, bear grass and salal.
- [Dazzle Her Day](#) -- Give her a moment to shine with this flourish of roses, lilies, waxflower and more, designed in a deco-inspired red glass vase featuring glittering jeweled heart charms on a red cord.
- [Abundant Love Bundle](#) -- Because there can never be too much, give your Valentine a bouquet of long-stem red roses in a ruby-red glass vase, wrapped with a red, jeweled charm cord. Send subliminal cuddling cues with a fuzzy bear, and trigger temptation with rich chocolates.

- [Lotsa Love Bouquet](#) -- Roses, mini carnations, daisy poms and more combine perfectly to surprise and amaze your Valentine.
- [Martha Stewart True Heart](#) -- Because she's stolen your heart, give her yours. Warm red hues and pretty ruffled petals fill the shape of a heart with the sweetest blossoms
- [Valentine's Day Hugga Buggs Sweet Treats](#) -- These hand-decorated, peanut butter flavored confections from [1-800-BASKETS.COM®](#) are coated with chocolate and perfect for sharing with a sweetheart or sharing with kids too!
- [Taittinger® Valentine's Champagne & Truffles](#) -- If you aren't toasting Happy Valentine's Day to each other in the lush, rolling hills of Napa Valley, you can bring Napa to you. This Valentine's Day, celebrate with [1-800-BASKETS.COM's](#) exclusive Domaine Carneros Taittinger® Champagne and pair it with luscious milk and dark chocolate champagne truffles.

To help consumers spread the love this holiday, 1-800-FLOWERS.COM is offering a free shipping/ no service charge promotion on any Valentine's collection products ordered now and scheduled for delivery between February 8 and February 12.

For those looking for recommendations on how to plan their Valentine's, 1-800-FLOWERS.COM has launched two new Facebook applications: the Love Coach, featuring advice and ideas from [Patti Stanger](#), star of Bravo's "The Millionaire Matchmaker," and Hand Me a Line for My Valentine, a translator to help anyone and everyone find the perfect Valentine's message for that special someone.

With the help of Patti Stanger, the [1-800-FLOWERS.COM "Love Coach"](#) application for Facebook encourages consumers looking for romantic gift ideas for the holiday to pick five ideas from Stanger's predetermined list of twenty. Then, consumers have the chance to send their five choices to their Valentine's closest friends on Facebook. The friends have the chance to vote and rate the various ideas, and suggest which idea is best for the Valentine.

If a Facebook user is having difficulty translating their feelings for their Valentine, they can turn to the [1-800-FLOWERS.COM Hand Me a Line for My Valentine](#) application. Similar to an online language translator, users can type a romantic line or saying into the application and choose from several different translating options such as "Romantic" or "Baritone," to find just the right Valentine's message for their special someone.

For more information on the 1-800-FLOWERS.COM [Valentine's Day collection](#), visit [www.1800flowers.com](#).

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.

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