



## **BloomNet® Exceeds Customer Expectations at Mother's Day**

CARLE PLACE, N.Y.--(BUSINESS WIRE)--May 24, 2007--BloomNet®, a preferred wire service provider and single destination for products and services for retail Florists worldwide, and wholly-owned subsidiary of 1-800-FLOWERS.COM (FLWS), had its most successful Mother's Day holiday ever supporting the network of more than 9,000 BloomNet Professional Florists.

With the number of BloomNet retail florists and National Accounts continuing to increase, BloomNet significantly increased the volume of florist-to-florist orders being sent through the BloomLink network. "Our commitment toward providing quality, value and service was truly realized at BloomNet this Mother's Day holiday. The teamwork and collective efforts of both our select network of BloomNet professional florists and the BloomNet team allowed us to increase the volume of orders sent through the BloomLink network and achieve our best customer service performance metrics for any holiday period to date. "In all my years in the floral industry, I have never seen a team work harder and better together to exceed our customers' expectations," said Mark Nance, President of BloomNet.

BloomNet Customer Service significantly reduced the abandon rate for calls compared with the Valentine's Day holiday. Moreover, two-thirds of all BloomNet Florists immediately reached a Customer Service Agent without experiencing a wait time, making this Mother's Day the most successful holiday interval for managed call volume. Blooms Today™, one of BloomNet's largest National Accounts, utilized the BloomLink network to send a majority of their order volume this Mother's Day holiday. Don Mayer, President of Blooms Today™, said, "The level of support, responsiveness, and dedication provided by BloomNet completely surpassed our expectations. BloomNet went above and beyond the level of service we anticipated. Their support is second to none."

Among the customer service efforts taken to support BloomNet Florists for the Mother's Day holiday was to provide additional holiday training, distribution of holiday preparedness checklists and advance pre-holiday communication to BloomNet Florists.

In addition, two new technology initiatives were launched before the Mother's Day holiday. BloomNet's Directory Online, the industry's first and only online directory, allows BloomNet Florists to search and send orders to the best qualified florist, faster than ever before, while the new BloomLink Self-Suspend feature allows BloomNet Florists the ability to self-manage order volume and elect to stop receiving orders in advance of reaching capacity. These technology initiatives are just two examples of BloomNet's firm commitment to providing BloomNet Florists with innovative and self sufficient vehicles to support their business needs and growth potential.

### **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).