



The Floral Industry's First Online Directory from BloomNet® Makes It Simple to Connect with the Right Florist, Right Away

CARLE PLACE, N.Y.--(BUSINESS WIRE)--May 3, 2007--BloomNet®, a preferred wire service provider and single destination for products and services for retail Florists worldwide, has introduced the industry's first and only online Directory...

The new BloomNet Directory Online will make it easier and faster than ever for the more than 9,500 BloomNet Professional Florists to find the right florist to fulfill their customer orders.

"BloomNet is committed to pioneering a broad range of new innovations, each with the goal of assisting BloomNet Florists in running their businesses more efficiently and more profitably," said Mark Nance, President of BloomNet. "Using our intuitive and comprehensive online directory, BloomNet Florists have more options to search and select order-fulfilling florists and send orders directly through our secure, web-based network with the speed and convenience of just a few mouse clicks. In addition, now BloomNet Florists can have the peace of mind in knowing they're not sending orders blindly to just any florist. Instead, the Directory Online provides florists with the ability to see detailed information about the receiving florist, to allow them to choose the best qualified florist...which can result in greater customer built repeat business and support stronger reciprocation between fellow BloomNet Florists."

Utilizing the BloomNet Directory Online and its flexible search options, BloomNet Florists can locate order-fulfilling florists via a variety of criteria including zip code, city, state, or shop code. Florist ads and listings display key details about florists to ensure that the right match is made for the customer. Details include florist specialties and qualifications, store hours, order minimums, inventoried products, participating BloomLink shop indicator, phone and fax numbers and other important information. After reviewing the details and selecting a florist, the BloomNet Florist simply sends the order, straight from their computer through the secure web-based BloomNet Technologies BloomLink Network. For added speed and convenience, frequently-used directory pages can also be bookmarked. The new BloomNet digital directory is available to BloomLink 8.0 users.

For further information about the BloomNet Directory Online available through BloomNet Technologies, or to become a BloomNet Professional Florist, call 1-866-BloomNet (1-866-256-6663).

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).