



BloomNet® Strengthens Senior Management Team

CARLE PLACE, N.Y.--(BUSINESS WIRE)--July 17, 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), announced several key additions to its senior management team. Vincent McVeigh, Senior Vice President, has joined BloomNet to oversee operations of BloomNet's customer service and technology divisions. Prior to joining BloomNet he held a number of critical senior operations positions at 1-800-FLOWERS.COM and has a 16 year tenure with the enterprise. Denise Kay was promoted to Vice President of Customer Advocacy overseeing all areas of customer service and florist services. Previously, she held a number of management positions in customer service and contact centers across various industries over a 20 year period. In addition, Lisa Carmichael was promoted to Vice President of Marketing and Business Development with responsibilities for all print and online marketing, brand initiatives, advertising, public and industry relations, industry events, and to support the development of key strategic initiatives. Prior to this, she spent more than 6 years in a senior marketing and business development role at Kimco Realty Corporation, one of the nation's largest publicly traded shopping center REIT's.

Commenting on this announcement, Mark Nance, President of BloomNet said, "We are delighted to announce these important strategic additions to our senior management team. Having Vinnie join BloomNet puts us in a stronger position since he is intimately familiar with our business. Vinnie possesses proven operations and leadership skills, demonstrated during his tenure with 1-800-FLOWERS.COM, and coupled with Denise's solid experience in customer service, strengthens our ability to continue executing on our commitment and focus to providing world-class customer service to BloomNet Florists. What's more, the leadership, vision and ability to become intimately familiar with our business demonstrated by Lisa Carmichael will help support further development and extension of the BloomNet brand within the floral community and increase awareness and drive sales for the entire suite of value-add products, programs and services BloomNet provides to our more than 9,000 BloomNet Professional Florists."

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).