



New “Wedding Book” from BloomNet® Contains Latest Trends

FOR IMMEDIATE RELEASE – Carle Place, New York, July 23, 2008 – BloomNet®, a preferred wire service provider and single destination for products and services for retail Florists worldwide, has introduced an all-new Wedding Book, providing BloomNet Professional Florists with the industry’s most extensive compilation of the latest trends and innovations in floral arrangements for weddings.

The book, entitled “expressions of flowers–weddings,” is filled with a myriad of ideas Florists can use to stimulate their imaginations, complement their creative talents and build their wedding businesses. Included are over 250 wedding floral designs offering a diversity of color palette combinations created by some of the floral industries most renowned and highly acclaimed floral artisans to suit the personalities, visions and desires of every bride...from traditional, to in style, to chic.

“A great deal of time and consideration was devoted to developing a Wedding Book that allows today’s bride to explore the most compelling wedding stories by each of the primary color groups, and also allows her to further define her wedding flowers by color palettes and personalized accents that complement our BloomNet Florists gift for floral artistry” said Mark Nance, AAF, President of BloomNet. “The overwhelmingly positive response we’ve received from the thousands of BloomNet Professional Florists that purchased the wedding book further reinforces the value proposition BloomNet provides to retail Florists.” continues Nance.

Featured in “expressions of flowers–weddings” is a comprehensive assortment of floral arrangements encompassing everything from bouquets and boutonnieres to clutches and corsages. Also included is an extensive portfolio of ceremony and reception flowers, flower girl and ring bearer flowers, as well as ideas for arranging exciting floral creations for placesettings, sign-in book tables, cocktail hours, chairs and tables, and much more.

The BloomNet Wedding Book includes several value-added extras for BloomNet Florists, such as a workroom manual with detail arrangement recipes, how-to tips, care and handling, information about wedding vendors and other resources, as well as a CD Rom with all of the arrangement images from the book for Florists to use on their websites and to support their marketing efforts. Furthermore, there’s a convenient wedding consultation checklist Florists can utilize to help transform their consultations into sales. “expressions of flowers–weddings” was developed for today’s retail Florist to provide them with critical tools needed to convert Wedding Consultations into sales. Each floral arrangement featured was carefully designed to allow Florists to recreate any arrangement with confidence and ease. expressions of flowers–weddings is a wonderful tool to help Florists attract new customers, expand existing customer relationships and build their wedding business and profit potential.” adds Lisa Carmichael, Vice President of Marketing of Business Development, BloomNet.

Among the many other features included in BloomNet’s new Wedding Book are: a floral color chart to assist brides in selecting floral varieties that match her wedding colors; “Wedding Express,” an elegant collection of bouquets and arrangements BloomNet Florists can merchandise both in-store and on their websites; “Wedding Flower Comparisons,” offering a variety of price point options and sizes to accommodate any wedding and budget; “Wedding Celebrations,” providing floral arrangement ideas for bridal showers, bachelorette parties, rehearsal dinners and gifts that can be placed in hotel rooms for out of town wedding guests.

The BloomNet Wedding Book is available for sale to both BloomNet member and non-member Florists. For further information about the new BloomNet Wedding Book or to become a BloomNet Professional Florist, call **1-866-BloomNet (1-866-256-6663)** or visit us at www.mybloomnet.net.

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 (NASDAQ: FLWS).