



BloomNet® to Participate in an Exclusive International Floral Design Event

CARLE PLACE, N.Y.--(BUSINESS WIRE)--Sep. 18, 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 today its participation in the Two Faces floral design event and celebration of EuroFlorist's 25th Anniversary to be held next month in Barcelona, Spain.

Two Faces is the first of a kind international floral event lead by two of the world's most renowned floral artisans, Gregor Lersch and Klaus Wagener, to provide inspiration and innovative floral design trends, techniques, education, and networking opportunities for fellow florists from around the world. BloomNet will sponsor the attendance of several key BloomNet Professional Florists from across the United States, as special recognition of their substantial participation in BloomNet order sending and many of the value-add products and services offered by BloomNet. Mark Nance, President of BloomNet commented, "We are very excited to have this opportunity to participate in and support an international floral event of this caliber which offers world-wide perspectives, insights and education in floral design and share this knowledge with our entire network of BloomNet Professional Florists." For additional information on BloomNet 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).