



Partnering of 1-800-FLOWERS.COM and Napco Benefits BloomNet Florists in Many Ways

FOR IMMEDIATE RELEASE - Carle Place, New York, March 11, 2009 - BloomNet®, a preferred wire service provider and subsidiary of 1-800-FLOWERS.COM, is now offering BloomNet Professional Florists an expanded spectrum of products and services resulting from the partnering of 1-800-FLOWERS.COM and Napco Marketing Corp.

Napco is an importer, developer and distributor of design-forward products for the floral and gift industries. Napco has served its loyal customers for nearly seven decades and is widely recognized for the quality and imaginative designs of its floral containers, vases, planters, garden accessories, decorative accents and a wide assortment of other products. Many Napco products are created exclusively for the company.

“Napco and BloomNet are committed to providing the finest products complemented by comprehensive support,” said Mark Nance, AAF, President of BloomNet. “Napco’s innovative product line, combined with BloomNet’s exciting products and a vast array of 1-800-FLOWERS.COM products will bring highly diverse sales and profit opportunities to BloomNet Florists.”

Napco, a third-generation family operated company known for affordable prices and exceptional service, delivers a multi-tiered value proposition to Florists large and small. Napco has extensive and longstanding product sourcing relationships, enabling Florists to maximize savings on the cost of goods. The company also offers flexible payment terms along with attractive purchasing and delivery parameters including low minimums, varying case and pack sizes, pick and pack shipping capability, and competitive freight programs. Napco will continue to operate and provide its existing customers with the same products and services.

“Our partnership with 1-800-FLOWERS.COM and BloomNet represents a great opportunity for Napco to extend our reach among the retail Florist community,” said David Bailys, Napco Vice President of Marketing. “Napco has a 70-year history of helping Florists differentiate themselves and strengthen their businesses through our unique products, value-driven prices and a wide range of responsive services.”

To stimulate demand and broaden sales potential for BloomNet Professional Florists, 1-800-FLOWERS.COM and BloomNet plan to develop promotional marketing programs and implement public relations initiatives relating specifically to the Napco product line. BloomNet Florists will also be able to place Napco purchases on their BloomNet clearinghouse statements. In addition, BloomNet Florists will have the opportunity to attend “Pre Show” in Jacksonville, Florida. Pre Show runs through the end of March, 2009 and the event offers valuable insights and expertise to Florists on a one-to-one basis.

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).