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Cupcakes for a Cause® Campaign is a win-win for BloomNet® Florists

BloomNet Florists support services for children affected by cancer

Carle Place, New York, August 5, 2009 – 1-800-FLOWERS.COM, INC (FLWS), the world's leading florist and gift shop, and BloomNet®, a preferred wire service provider, will align with CancerCare to support Cupcakes for a Cause™ Week, September 21-27, 2009. September is Childhood Cancer Awareness Month and by participating in the sixth annual Cupcakes for a Cause campaign, BloomNet Professional Florists can assist in the effort to provide counseling and support services to children affected by cancer. Additionally, BloomNet Florists can differentiate their businesses with an exclusive program highlighted by the 1-800-Flowers® Cupcake in Bloom™.

Cupcakes for a Cause began in 2004 when CancerCare enlisted a small group of New York City bakeries to bake and sell specially decorated cupcakes in support of the program. Cupcakes for a Cause has grown into a week-long event, and in 2008, nearly \$120,000 was raised for CancerCare for Kids. Several hundred BloomNet Professional Florists from around the country have already committed to participate in the program. BloomNet Florists can even team with local participating bakeries to host events in their communities.

“1-800-FLOWERS.COM and BloomNet are pleased to collaborate with CancerCare in their effort on behalf of children who have been affected by a cancer diagnosis, either their own or that of a family member,” said Mark Nance, AAF, President of BloomNet. “By participating in the campaign, BloomNet Professional Florists can further the effort to support the important work of CancerCare on a local level, while generating business opportunities for their retail stores.”

BloomNet Florists can participate locally by signing up to donate 10% of net proceeds of sales from the Cupcake in Bloom™ floral arrangement during Cupcakes for a Cause Week. BloomNet will offer a 10% discount on the Cupcake in Bloom™ Kit to BloomNet Florists that participate in the campaign. BloomNet Florists can sign up for the program until August 15th, 2009 by clicking the Florist Sign-Up tab on the Cupcakes for a Cause website at www.cupcakesforacause.org. BloomNet Florist participants will be highlighted on the 1-800-FLOWERS.COM and Cupcakes for a Cause™ websites and BloomNet page on Facebook. In addition, BloomNet Florists will receive marketing kits to aid in campaign communication efforts.

As part of this year's campaign, 1-800-FLOWERS.COM has created the Cupcakes for a Cause™ Collection, featuring the Cupcake in Bloom™ floral arrangement. During September, the Company will donate 10% of net proceeds from the Cupcakes for a Cause™ Collection to support CancerCare for Kids. Through the 1-800-FLOWERS.COM Facebook page and placement on the 1-800-FLOWERS.COM website, 1-800-FLOWERS.COM will raise consumer awareness of its support for Cupcakes for a Cause.

To learn more about Cupcakes for a Cause™, visit www.cupcakesforacause.org.

About 1-800-FLOWERS.COM, Inc.

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 30 years, 1-800-FLOWERS.COM, Inc. has been providing customers with fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, balloons and plush stuffed animals perfect for every occasion. 1-800-FLOWERS® (1-800-356-9377 or www.1800flowers.com), was listed as a Top 50 Online Retailer by *Internet Retailer* in 2006, as well as 2008 Laureate Honoree by the Computerworld Honors Program and the recipient of ICMI's 2006 Global Call Center of the Year Award. 1-800-FLOWERS.COM offers the best of both worlds: exquisite arrangements created by some of the nation's top floral artists and hand-delivered the same day, and spectacular flowers shipped overnight from its Fresh From Our Growers® collection. As always, 100% satisfaction and freshness are guaranteed. Also, visit 1-800-Flowers en Español (www.1800flowersenespanol.com). The Company's BloomNet® international floral wire service (www.mybloomnet.net) provides a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably.

The 1-800-FLOWERS.COM, Inc. "Gift Shop" also includes gourmet gifts such as popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or www.thepopcornfactory.com); cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May® confections brands (www.fanniemay.com and www.harrylondon.com); wine gifts from Ambrosia® (www.ambrosia.com) and Geerlings&WadeSM (www.geerwade.com); gift baskets from 1-800-BASKETS.COM® (www.1800baskets.com) and DesignPac® gifts (www.designpac.com); Celebrations® (www.celebrations.com), a new premier online destination for fabulous party ideas and planning tips; as well as Home Decor and Children's Gifts from Plow & Hearth® (1-800-627-1712 or www.plowandhearth.com), Wind & Weather® (www.windandweather.com), HearthSong® (www.hearthsong.com) and Magic Cabin® (www.magiccabin.com). Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

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. (www.mybloomnet.net or 1-866-BloomNet). 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, Inc. is a wholly-owned subsidiary of 1-800-FLOWERS.COM, Inc.

About CancerCare and CancerCare for Kids

CancerCare is a national non-profit organization founded in 1944 that provides free professional support services to anyone affected by cancer: people with cancer, caregivers, children, loved ones, and the bereaved. CancerCare programs include counseling, education, financial assistance and practical help. The CancerCare for Kids program specifically addresses the complex needs of children affected by cancer and their families. All services are provided by trained oncology social workers and are completely free of charge. For more information, call 1-800-813-HOPE (4673) or visit www.cancercare.org.