



February 10, 2011

Dear BloomNet Professional Florists:

All of us at 1-800-FLOWERS.COM and BloomNet are very proud of the fact that our company has always been a leader in our industry – in product development, in technology and in the areas of social and environmental responsibility. Some of you have seen the negative postings on Facebook and Twitter stemming from a blog site that would like to force our company to utilize a single floral certification agency for our floral farms and suppliers. We do not believe that using one floral certification agency is sufficient, which is why our policy is to source flowers from farms – both domestic and international – that follow socially and environmentally responsible practices that are certified by one or more of the following agencies:

- BASC- Business Alliance for Secure Commerce
- Green Label Program
- Fair Trade
- Florverde
- Veriflor
- Rainforest Alliance
- GlobalG.A.P.
- Grown Peace at Home
- Ascoflores
- ISO 1400

We are fortunate to work with premiere farms throughout the world that grow beautiful flowers, which helps our company and our family of BloomNet Professional Florists create truly original arrangements that are guaranteed to deliver a smile. Our merchants and product development teams work closely with all of these farms and regularly visit them (including recent visits earlier this month) in our continuing effort to ensure that all applicable standards are within compliance.

Both 1-800-FLOWERS.COM and BloomNet, have always been dedicated to the growth and well-being of the floral industry and we are committed to helping our floral suppliers in their efforts to have a positive influence on the lives of all those in their communities.

The *About Us* section of the 1-800-FLOWERS.COM website details our social and environmental responsibility policy as well as numerous links that illustrate our continuing commitment to maintaining the highest standards and practices in the floral industry. If you have any questions, please do not hesitate to contact our Corporate Communications department (Joseph Pititto 516-237-6131/ [jpititto@1800flowers.com](mailto:jpititto@1800flowers.com) or Yanique Woodall 516-237-6028/ [ywoodall@1800flowers.com](mailto:ywoodall@1800flowers.com)).

Thank you for all of your continued support and dedication as BloomNet Professional Florists. Let's make sure that we stay focused on helping put smiles on millions of faces this Valentine holiday!

Best Regards,

A handwritten signature in blue ink that reads "Mark Nance". The signature is written in a cursive, flowing style.

Mark Nance, AAF, President