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FOR IMMEDIATE RELEASE

WeddingWire and BloomNet® Exclusive Program
Leading wedding site connects engaged couples to local florists

CARLE PLACE, NY – February 22, 2011 – WeddingWire.com, the nation's leading wedding technology company, and BloomNet, a leading business solutions provider and single destination for products and services for retail Florists worldwide, are working together to offer BloomNet retail florists increased online exposure across the leading wedding sites within the WeddingWire Network. The program, which commenced in September 2010, will continue to flourish in 2011, as the two companies continue to provide BloomNet professional [wedding florists](#) with the best opportunities to grow their wedding business.

BloomNet Florists now have the ability to reach millions of engaged couples across the WeddingWire Network, which includes leading [wedding planning](#) sites WeddingWire, Martha Stewart Weddings, Project Wedding and WeddingBee. Retail florists that are members of BloomNet can create a personalized business listing, collect newlywed reviews and receive leads from local engaged couples. In addition, WeddingWire provides each BloomNet Florist with access to monthly webinars, networking opportunities and a dedicated WeddingWire Account Manager, at no additional cost.

“We are very excited to be the exclusive wire service to offer WeddingWire’s powerful advertising solutions to our network of BloomNet Florists to help grow their revenues in the wedding category,” says Mark Nance, AAF, President of

BloomNet. “We are confident that the WeddingWire program will offer our florists the ability to cost-effectively create exceptional local wedding advertising.

“WeddingWire is excited to partner with BloomNet’s network of professional retail florists and provide them with a platform to grow their wedding business,” said Timothy Chi, CEO, WeddingWire. “We look forward to helping BloomNet Florists achieve success on the fastest growing wedding network in the US.”

About BloomNet

BloomNet® is a world-class business solutions 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 1-800-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 the easiest rebate qualifications, lower membership costs, state-of-the-art technology solutions, and complete suite of value-add products & services. 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. (NASDAQ: FLWS).

About WeddingWire, Inc.

WeddingWire.com, the nation's leading technology company serving the \$70 billion wedding industry, is the only online wedding planning resource designed to empower both engaged couples and wedding professionals. For engaged couples, WeddingWire offers the ability to search, compare and book over 200,000 local wedding vendors, from wedding venues to [wedding photographers](#) to wedding cakes. WeddingWire also offers an online community and a suite of cutting-edge planning tools for [weddings](#), including [wedding websites](#), all at no charge. For wedding professionals, WeddingWire provides free online management tools creating the only market opportunity that gives local businesses control over their clients, reviews, leads and performance. Businesses that join the WeddingWire Network appear on WeddingWire.com and other leading sites, including MarthaStewartWeddings.com (NYSE: MSO), ProjectWedding.com and Weddingbee.com (both part of eHarmony), and Celebrations.com.

For more information on WeddingWire, visit www.WeddingWire.com. For more information on BloomNet, please call 1.800.BloomNet (1.800.256.6663) or visit www.mybloomnet.net.

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