



BloomNet® Introduces *floriology*, the Premier Magazine for Today's Retail Florists

Monthly publication brings floral design ideas, education and a renewed sense of community to Florists

Carle Place, New York, October 22, 2009 – BloomNet®, a preferred wire service provider and single destination for products and services for retail Florists worldwide, has launched a new publication offering practical insights, innovative approaches and a channel through which retail Florists can connect more closely with their fellow Florists. The new full-color publication, entitled *floriology*, will be published monthly. Florists may subscribe by visiting floriology@bloomnet.net.

“Our goal with *floriology* is to help strengthen and rebuild what was once a very strong sense of community in the floral industry,” said Mark Nance, AAF, President of BloomNet. “Countless Florists across the country have told us they would love to receive an unbiased magazine that truly understands today’s retail floral businesses... *floriology* was created with that feedback in mind. It’s a fresh and unique new magazine that speaks in Florists’ own language directly to the floral community, enabling them to share their experiences, thoughts, ideas and best practices with fellow Florists.”

The name of the new publication comes from the term “floriology,” which for centuries has referred to the ability to express one’s feelings through the language of flowers. “Florists have tremendous passion not only for their businesses, but for what it means to give and receive flowers,” stated Jim McCann, Founder and CEO, 1-800-FLOWERS.COM. “On the pages of *floriology*, florists can read inspiring stories about how their peers all over the industry are growing their businesses by helping their customers connect and express themselves to the important people in their lives through the beauty of flowers.”

In addition to being a forum for Florists to communicate and recapture the vital relationships with customers and other Florists that are the foundation for success in today’s economy, *floriology* is a resource for a wealth of information. Article topics include the latest trends in floral design along with the newest innovations in customer service, technology, marketing and social media – all of which can help Florists enhance their operations, create new sales opportunities and expand profit potential.

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.

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Contact:

Lisa Carmichael
516-237-7948

lcarmichael@bloomnet.net