

## **1-800-FLOWERS.COM<sup>®</sup> Helps Soldiers Serving Overseas Connect with Loved Ones**

*Company collaborates with Cell Phones for Soldiers to collect old cell phones and exchange them for calling cards soldiers can use to call home*

Carle Place, N.Y., November 25, 2009 – 1-800-FLOWERS.COM, Inc., the world’s leading florist and gift shop, has donated hundreds of used cell phones during the past couple of months to Cell Phones for Soldiers, a non-profit organization that collects the old phones and sends them to a recycling company. Proceeds are then utilized to purchase prepaid calling cards for soldiers stationed abroad to use in calling home.

1-800-FLOWERS.COM has set up cell phone drop-off points in its offices, retail stores and distribution centers as well as the retail locations of its sister brands, Cheryl&Co.<sup>®</sup> (cookies and baked gifts) and Harry London (chocolates). In addition, the company’s BloomNet<sup>®</sup> Wire Service is extending the program to its network of independent retail florists throughout the country. 1-800-FLOWERS.COM is also actively encouraging the communities it serves and its employees to donate their unused cell phones.

“We are honored to be a part of the energetic efforts Cell Phones for Soldiers is making on behalf of the brave American soldiers serving our country overseas,” said Chris McCann, President of 1-800-FLOWERS.COM. “Helping people connect with the important people in their lives, particularly when it involves such a deserving cause, is a commitment shared by everyone at 1-800-FLOWERS.COM.”

The cell phones that are collected by 1-800-FLOWERS.COM and donated to Cell Phones for Soldiers are sent to a recycling firm called ReCellular, which pays Cell Phones for Soldiers for each donated phone – enough to provide an hour of talk time to soldiers stationed overseas. “Americans will replace an estimated 130 million cell phones this year, with the majority of phones either discarded or stuffed in a drawer. Most people don’t realize that the small sacrifice of donating their unwanted phones can have a tremendous benefit for a worthy cause like Cell Phones for Soldiers,” said Mike Newman, vice president of ReCellular.

### **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(R) (1-800-356-9377 or [www.1800flowers.com](http://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(R)collection. As always, 100% satisfaction and freshness are guaranteed. Also, visit 1-800-Flowers en Espanol ([www.1800flowersenespanol.com](http://www.1800flowersenespanol.com)). The Company's BloomNet(R) international floral wire service ([www.mybloomnet.net](http://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(R) (1-800-541-2676 or [www.thepopcornfactory.com](http://www.thepopcornfactory.com)); cookies and baked gifts from Cheryl&Co.(R ) (1-800-443-8124 or [www.cherylandco.com](http://www.cherylandco.com)); premium chocolates and confections from Fannie May(R) confections brands ([www.fanniemay.com](http://www.fanniemay.com) and [www.harrylondon.com](http://www.harrylondon.com)); wine gifts from Ambrosia(R) ([www.ambrosia.com](http://www.ambrosia.com)) and Geerlings&Wade(SM) ([www.geerwade.com](http://www.geerwade.com)); gift baskets from 1-800-BASKETS.COM(R) ([www.1800baskets.com](http://www.1800baskets.com)) and DesignPac(SM) gifts ([www.designpac.com](http://www.designpac.com)); as well as Celebrations(R) ([www.celebrations.com](http://www.celebrations.com)), a new premier online destination for fabulous party ideas and planning tips. 1-800-FLOWERS.COM, Inc. is involved in a broad range of corporate social responsibility initiatives including continuous expansion and enhancement of its environmentally-friendly "green" programs, various philanthropic and charitable efforts and special private-sector skills training programs for military veterans. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

### **About Cell Phones for Soldiers**

Cell Phones for Soldiers was founded by teenagers Robbie and Brittany Bergquist with \$21 of their own money. The registered 501c3 non-profit organization has raised almost \$2 million in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas. The teens, who are from Norwell, Massachusetts, created the organization after reading a story about a soldier who accumulated a very large phone bill calling home from Iraq. Cell Phones for Soldiers hopes to turn old cell phones into millions of minutes of prepaid calling cards for U.S. troops stationed overseas. Through increased fundraising efforts, the Bergquist family hopes to raise more than \$9 million in the next five years to fund new programs, such as providing video phones with prepaid service to allow soldiers abroad to see their families on a regular basis.