



## **PRESS RELEASE**

Contact: Davina Coard  
Manager, Public Relations  
516-237-4933  
dcoard@1800flowers.com

### **1-800-FLOWERS.COM<sup>®</sup> Answers Call to Duty in “Cell Phones for Soldiers” Effort**

Carle Place, N.Y., March 25, 2008 – 1-800-FLOWERS.COM, Inc., the world’s leading florist and a multi-channel retailer of thoughtful gifts for all occasions, has joined with Cell Phones for Soldiers to help make it easier for U.S. soldiers serving overseas to keep in touch with relatives and friends back home.

Cell Phones for Soldiers is a non-profit organization that collects used cell phones as well as monetary contributions donated by generous Americans. The old cell phones are sent to a recycling company which pays Cell Phones for Soldiers for the donated phones. Proceeds are then utilized to purchase prepaid calling cards for soldiers stationed abroad to use in calling home.

To assist in this effort, 1-800-FLOWERS.COM, Inc. has set up cell phone drop-off points throughout the country in its offices, retail stores and distribution centers as well as the retail locations of its sister brands, including Plow & Hearth<sup>®</sup> (home décor), 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 more than 9,000 independent florists throughout the country. 1-800-FLOWERS.COM, Inc. is actively encouraging the communities it serves and its employees to donate their unused cell phones. A listing of the company’s drop-off locations nationwide can be obtained by visiting [www.cellphonesforsoldiers.com](http://www.cellphonesforsoldiers.com).

“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.”

Cell Phones for Soldiers was founded by two teenagers, Robbie and Brittany Bergquist of Norwell, Massachusetts. The teens 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 collect 50,000 unused cell phones. To date, the organization has turned recycled cell phones into more than 12 million minutes worth of prepaid calling cards that U.S. troops can use to keep connected with their loved ones.

*(more)*

“We are so excited to have 1-800-FLOWERS.COM join us in our efforts to help our troops speak with their loved ones,” said Robbie Bergquist. “The need for support continues to grow as more soldiers are sent to the Middle East or are asked to serve extended tours of duty. 1-800-FLOWERS.COM’s commitment to spread the word will help enable thousands of troops to phone home, free of charge.” Brittany Bergquist added: “To have a company like 1-800-FLOWERS.COM join us in our efforts is very much appreciated by Cell Phones for Soldiers and our brave troops.”

**About 1-800-FLOWERS.COM, Inc.**

For more than 30 years, 1-800-FLOWERS.COM has been providing customers around the world with the freshest flowers and finest selection of plants, gift baskets, gourmet foods, confections and plush stuffed animals perfect for every occasion. 1-800-FLOWERS.COM® floral gift offering includes the best of both worlds: exquisite, florist-designed arrangements individually created by some of the nation's top floral artists and hand-delivered the same day, and spectacular flowers shipped overnight “Fresh From Our Growers<sup>SM</sup>.” Customers can “call, click or come in” to shop 1-800-FLOWERS.COM 24/7 at 1-800-356-9377 or [www.1800flowers.com](http://www.1800flowers.com). As always, 100 percent satisfaction and freshness are guaranteed. The Company’s collection of brands also includes home decor and children’s gifts from Plow & Hearth® (1-800-627-1712 or [www.plowandhearth.com](http://www.plowandhearth.com)), Wind & Weather® ([www.windandweather.com](http://www.windandweather.com)), HearthSong® ([www.hearthsong.com](http://www.hearthsong.com)) and Magic Cabin® ([www.magiccabin.com](http://www.magiccabin.com)); Gourmet gifts including popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or [www.thepopcornfactory.com](http://www.thepopcornfactory.com)); exceptional cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or [www.cherylandco.com](http://www.cherylandco.com)); premium chocolates and confections from Fannie May Confections Brands® ([www.fanniemay.com](http://www.fanniemay.com)) and [www.harrylondon.com](http://www.harrylondon.com)); epicurean gifts from GreatFood.com® ([www.greatfood.com](http://www.greatfood.com)); wine gifts from Ambrosia.com ([www.ambrosia.com](http://www.ambrosia.com)); and gift baskets from 1-800-BASKETS.COM® ([www.1800baskets.com](http://www.1800baskets.com)). The Company’s BloomNet® international floral wire service provides quality products and diverse services to a select network of professional florists. For more information on BloomNet Products and Services, visit [www.MyBloomNet.net](http://www.MyBloomNet.net). 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. 1-800-FLOWERS.COM, Inc. stock is traded on the NASDAQ Global Select Market under ticker symbol FLWS.