

Cheryl&Co.[®] Brings Sweet Rewards to School Children

“Cookies for A’s” program offers free treats to students with top grades

Westerville, Ohio, May 27, 2010 – Cheryl&Co.[®], a maker of fresh-baked gourmet cookies, brownies and cakes and a subsidiary of 1-800-FLOWERS.COM, has an innovative recipe for inspiring students to reach their full educational potential. Through its “Cookies for A’s” program, Cheryl&Co. will give students a free cookie for each “A” (or highest mark on a grading scale) when they present their report cards at one of the company’s store locations.

The “Cookies for A’s” initiative has been highly popular with students in the local communities served by Cheryl&Co.’s retail stores. Since the program’s inception, the company has given more than \$1,000,000 worth of cookies to deserving school children. Students in kindergarten through high school are eligible to receive free cookies when presenting their current report card.

“The active support of education and the encouragement of academic excellence are among the most important socially responsible endeavors any company can become involved with,” said Jim McCann, Founder and CEO of 1-800-FLOWERS.COM. “Our entire organization is proud of the efforts being made by Cheryl&Co. in recognizing and rewarding scholastic achievement by children at virtually all grade levels.”

Cheryl&Co. has retail stores in cities and towns located throughout much of central Ohio, including: Columbus; Beachwood; Upper Arlington; Westerville; Dayton; Beavercreek; Dublin; and Worthington. Students who participate in the “Cookies for A’s” program must present their report cards in-person at one of the stores, enabling Cheryl&Co. associates to congratulate each student personally.

About Cheryl&Co.

Founded in 1981 by Cheryl Krueger and her college roommate, Caryl Walker, Cheryl&Co. has grown to become a brand that loyal customers trust for the finest fresh-baked gifts and desserts prepared to the highest quality standards. Cheryl&Co. offers a delicious and diverse selection of individually wrapped cookies, brownies and cakes for all of life’s moments. Cheryl&Co. products are made from scratch and available in special configurations as well as with elegant satin ribbons that can be customized for specific occasions. Headquartered in the Columbus, Ohio suburb of Westerville and part of the 1-800-FLOWERS.COM family of brands, Cheryl&Co. is a multi-faceted business comprised of 10 retail stores, a high-traffic website and a successful Business Gift Services Division.

About 1-800-FLOWERS.COM

1-800-FLOWERS.COM, Inc. is the world’s leading florist and gift shop. For more than 30 years, 1-800-FLOWERS(R) (1-800-356-9377 or www.1800flowers.com) 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. As always, 100% satisfaction is guaranteed. 1-800-FLOWERS.COM has

earned the *2009 Gold Award* in the Online Flower Delivery category from TopTenREVIEWS; was listed as a TOP TEN MOBILE RETAILER by Internet Retailer magazine in 2009; and was recognized by Computerworld magazine as a Premier 100 IT Leader for 2010. The Company's BloomNet(R) international floral wire service (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); cookies and baked gifts from Cheryl&Co.(R) (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May(R) confections brands (www.fanniemay.com and www.harrylondon.com); wine gifts from Ambrosia(R) (www.ambrosia.com) and Geerlings&Wade(SM) (www.geerwade.com); and gift baskets from 1-800-BASKETS.COM(R) (www.1800baskets.com) as well as Celebrations(R) (www.celebrations.com), a 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.

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