

# **Planet-Friendly Computer Energy Program at 1-800-FLOWERS.COM<sup>®</sup> Saves 445,000 Kilowatt Hours Annually**

*Power consumption reduced at each of the Company's locations across the country*

Carle Place, N.Y., September 8, 2009 – 1-800-FLOWERS.COM, Inc., the world's leading florist and gift shop, has implemented an enterprise-wide program to reduce computer power usage. The program, which has been applied to all desktop and laptop computers at the Company's corporate headquarters and at all other 1-800-FLOWERS.COM facilities and brand locations nationwide, will save approximately 445,000 kilowatt hours of electricity per year.

According to EPA and other estimates, computer technology use in the United States accounts for approximately 2% of carbon emissions. If continuously left on 24x7 for one year, a single desktop computer will consume 1,270 kilowatt hours of electricity, enough to release 1,715 pounds of carbon dioxide into the atmosphere and the equivalent of driving 1,886 miles in an average car. Furthermore, the energy used by 1,000 workstations in one year is equivalent to the consumption of 880 barrels of oil or 43,180 gallons of gasoline.

As part of the computer energy saving program at 1-800-FLOWERS.COM, monitors will be automatically shut off after 15 minutes of inactivity and hard drives will be turned off after 30 minutes. Users can reactive their machines by simply moving the mouse or pushing any key. Utilizing an Energy Star Power Management Savings calculator, 1-800-FLOWERS.COM has estimated that the 445,000 kilowatt hours of energy the Company will save annually is the equivalent of removing 170 cars from the road, or planting 211 acres of trees.

“1-800-FLOWERS.COM is committed to the use of planet-friendly programs and practices throughout all areas of our organization,” said Chris McCann, President of 1-800-FLOWERS.COM. “Our computer energy saving program is just one aspect of that commitment. As a company, and as responsible citizens, we are continually engaged in a broad range of green initiatives with the goal of preserving natural resources and protecting the environment for future generations.”

## **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.

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