



PRESS RELEASE

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**Electronics Recycling Drive to be held at 1-800-FLOWERS.COM®
October 29th, 8:00 a.m. to 3 p.m. in Carle Place, New York**

Carle Place, N.Y., October 20, 2008 – 1-800-FLOWERS.COM, Inc., the world’s leading florist and a multi-channel retailer of thoughtful gifts for all occasions, invites residents from Long Island and beyond to participate in an important environmental effort. The Company will be partnering with e-Scrap Destruction, an electronic waste management and recycling firm, to conduct an “e-waste” recycling drive.

The drive will be conducted in the parking lot adjacent to 1-800-FLOWERS.COM’s corporate headquarters at One Old Country Road in Carle Place, New York. The event will take place Wednesday, October 29th, 2008 between 8 a.m. and 3 p.m. Among the recyclable electronic devices that people can drop off during the event are used, old and broken personal computers, monitors and keyboards as well as DVD players, video game consoles, personal electronic organizers and VCRs.

A 15% discount, good toward a purchase from 1-800-FLOWERS.COM, will be provided to anyone submitting their used equipment for recycling. The discount can be utilized to save on purchases made at any of the Company’s retail store locations, or by visiting www.1800flowers.com, or by calling 1-800-356-9377.

The event on October 29th will mark the second such e-waste recycling drive held by 1-800-FLOWERS.COM. On June 4th, 2008 the Company collected more than 10,000 pounds of used computer equipment and other electronic devices for recycling.

“As a socially responsible company and as environmentally conscious citizens, we are pleased to offer an opportunity for people who live on Long Island and throughout the New York metropolitan area to help in the effort to alleviate the burden discarded electronic equipment is placing on the environment,” said Chris McCann, President of 1-800-FLOWERS.COM. “The need to recycle used computer components and other e-waste is becoming more urgent every day.”

According to recent statistics from the United Nations Environment Programme (UNEP), between 20 and 50 million metric tonnes of e-waste are generated worldwide each year, comprising more than 5% of all municipal solid waste. Here in the United States, the U.S. government estimates that more than 2.6 million tons of e-waste – much of it containing toxic substances such as lead and mercury – are generated on an annual basis. Nearly 90% of that

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waste is discarded into already overflowing landfills, which can result in soil and groundwater contamination. Significant amounts of e-waste are also burned in incinerators.

During the drive at 1-800-FLOWERS.COM in Carle Place on October 29th, recycling experts from e-Scrap Destruction will be onsite and e-Scrap will handle the recycling of all computer equipment and electronic devices that are received during the event. Steps will be taken to ensure protection of the security and sensitivity of electronic data. All material collected is shredded completely before being recycled.

In addition to the recycling drive on October 29th, 1-800-FLOWERS.COM, Inc. has implemented a computer equipment recycling program at its Long Island corporate headquarters. The Company is also developing plans to expand the program to all of its brands and businesses nationwide.

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. One of the top 50 online retailers by Internet Retailer, 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® (1-800-356-9377 or www.1800flowers.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 "Fresh From Our Growers.®" As always, 100% satisfaction and freshness are guaranteed. The Company's BloomNet® (www.mybloomnet.net) international floral wire service 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® (1-800-541-2676 or www.thepopcornfactory.com); exceptional cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May Confections Brands (www.fanniemay.com and www.harrylondon.com); gourmet foods from Greatfood.com® (www.greatfood.com); wine gifts from Ambrosia® (www.ambrosia.com); gift baskets from 1-800-BASKETS.COM® (www.1800baskets.com) and DesignPac Giftssm (www.designpac.com) as well as Home Decor and Children's Gifts from Plow & Hearth® (1-800-627-1712 or www.plowandhearth.com), Wind & Weather® (www.windandweather.com), HearthSong® (www.hearthsong.com) and Magic Cabin® (www.magiccabin.com). 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.