

1-800-FLOWERS.COM, Inc. and Subsidiaries
Selected Financial Information
Category Information
(in thousands)
(unaudited)

	Three Months Ended				Year Ended
	October 2, 2005	January 1, 2006	April 2, 2006	July 2, 2006	July 2, 2006
Net revenues:					
1-800-Flowers.com Consumer Floral	\$ 76,275	\$ 103,300	\$ 128,562	\$ 143,482	\$ 451,619
BloomNet Wire Service	4,516	6,625	9,177	9,566	29,884
Gourmet Food & Gift Baskets	8,587	62,364	14,188	19,780	104,919
Home & Children's Gifts	22,676	106,169	28,354	38,486	195,685
Corporate (*)	1,399	500	658	717	3,274
Intercompany eliminations	(688)	(1,129)	(922)	(901)	(3,640)
Total net revenues	\$ 112,765	\$ 277,829	\$ 180,017	\$ 211,130	\$ 781,741

	Three Months Ended				Year Ended
	October 2, 2005	January 1, 2006	April 2, 2006	July 2, 2006	July 2, 2006
Gross profit:					
1-800-Flowers.com Consumer Floral	\$ 29,201	\$ 39,349	\$ 47,982	\$ 53,472	\$ 170,004
	38.3%	38.1%	37.3%	37.3%	37.6%
BloomNet Wire Service	2,613	3,496	4,589	5,291	15,989
	57.9%	52.8%	50.0%	55.3%	53.5%
Gourmet Food & Gift Baskets	3,768	29,611	6,028	8,012	47,419
	43.9%	47.5%	42.5%	40.5%	45.2%
Home & Children's Gifts	9,690	52,367	11,350	17,326	90,733
	42.7%	49.3%	40.0%	45.0%	46.4%
Corporate (*)	796	243	395	310	1,744
	56.9%	48.6%	60.0%	43.2%	53.3%
Intercompany eliminations	(42)	(74)	(70)	(59)	(245)
Total gross profit	\$ 46,026	\$ 124,992	\$ 70,274	\$ 84,352	\$ 325,644
	40.8%	45.0%	39.0%	40.0%	41.7%

	Three Months Ended				Year Ended
	October 2, 2005	January 1, 2006	April 2, 2006	July 2, 2006	July 2, 2006
Category Contribution Margin:					
1-800-Flowers.com Consumer Floral	\$ 5,916	\$ 9,275	\$ 14,250	\$ 16,922	\$ 46,363
BloomNet Wire Service	673	1,523	2,253	2,657	7,106
Gourmet Food & Gift Baskets	(1,428)	10,590	(1,614)	(745)	6,803
Home & Children's Gifts	(1,942)	11,231	(2,667)	(309)	6,313
Category Contribution Margin Subtotal	3,219	32,619	12,222	18,525	66,585
Corporate (*)	(10,822)	(10,655)	(11,487)	(11,347)	(44,311)
EBITDA	\$ (7,603)	\$ 21,964	\$ 735	\$ 7,178	\$ 22,274

(*) Corporate expenses consist of the Company's enterprise shared service cost centers, and include, among other items, Information Technology, Human Resources, Accounting and Finance, Legal, Executive and Customer Service Center functions, as well as Share-Based Compensation. In order to leverage the Company's infrastructure, these functions are operated under a centralized management platform, providing support services throughout the organization. The costs of these functions, other than those of the Customer Service Center, which are allocated directly to the above categories based upon usage, are included within corporate expenses as they are not directly allocable to a specific category.