

1-800-
flowers.comSM

A stylized purple flower logo with two leaves and a stem, positioned between the 'flowers' and '.com' parts of the main logo.

NASDAQ: FLWS



62206

1-800-flowers.comSM

A small version of the stylized purple flower logo, located at the end of the footer text.

Safe-Harbor Statement

Special Note Regarding Forward-Looking Statements:

A number of statements contained in this presentation are forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995. These statements involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the applicable statements. For a detailed description of these risk factors, please refer to the Company's Securities and Exchange Commission filings including the Company's Annual Report on form 10-K and quarterly reports on form 10Q. The Company expressly disclaims any intent or obligation to update any of the forward looking statements included in this presentation.



Mission Statement

“Our mission is to help our customers express themselves and connect with the people who are important in their lives.”

- Business Goal: Achieve sustainable, strong revenue growth and increasing profitability by leveraging our:
 - Customer base of >25 million
 - Leadership in the Consumer Florist category
 - Growing position in the Bloomnet – B2B Florist category
 - Expanding collection of specialty gift brands
 - Enterprise operating platform



Setting FLWS Apart

- **Consumer floral category leader**
 - Product and Services Innovator
 - Solid growth on largest base = “widening the competitive gap”
- **Growing Bloomnet B2B florist business opportunity**
 - Incremental, high-margin growth opportunity
 - Unique, best value proposition
- **Growing Food, Wine and Gift Basket business**
 - Deepening customer relationships to capture more celebratory occasions
 - Double-digit growth via organic and M&A opportunities
- **A unique collection of leveragable assets:**
 - Powerful “lead” brand and growing collection of gift brands
 - Growing database of > 15 Million customers
 - Hybrid fulfillment system with same-day, any-day delivery capabilities



Customer

Floral

Specialty Brands

Consumer

B2B

Home & Children's Gifts

Food, Wine & Gift Baskets

1-800-Flowers.com

Bloomnet

Plow & Hearth

Madison Place

Problem Solvers

Wind & Weather

HearthSong Magic Cabin

The Popcorn Factory

Cheryl & Co.

Ambrosia

1-800-Baskets

Fannie May Confections



Your Florist of ChoiceSM



Customer Relationship Development Path

“Products and services for all of our customers’ celebratory occasions”

Specialty Brands

The Popcorn Factory
Cheryl & Co.
Fannie May Confections
Harry London
1-800-Baskets.com
Ambrosia
Plow & Hearth
Problem Solvers
Madison Place
Wind & Weather
HearthSong
Magic Cabin

Florist

*Many More
Local Floral
Gift Occasions*

**Long
Distance
Flowers**

<\$2B

>\$7B

>\$80B

(Addressable market size)



Specialty Brands – *Strategic Vision*

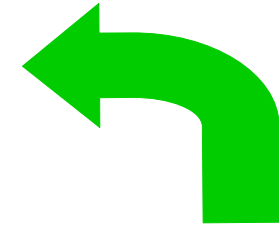
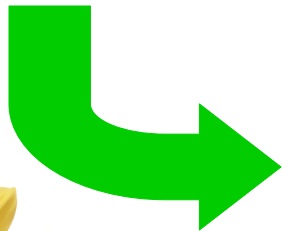
- Deepen the relationships we have with our customers to serve an expanding range of their celebratory needs.
 - *Increase customer “life-time value”*
 - *Build brand equity*
- Leverage our operating infrastructure and core capabilities to achieve cost efficiencies and enhance profitability throughout the enterprise.



Enterprise Services Platform

BRAND MERCHANDISING

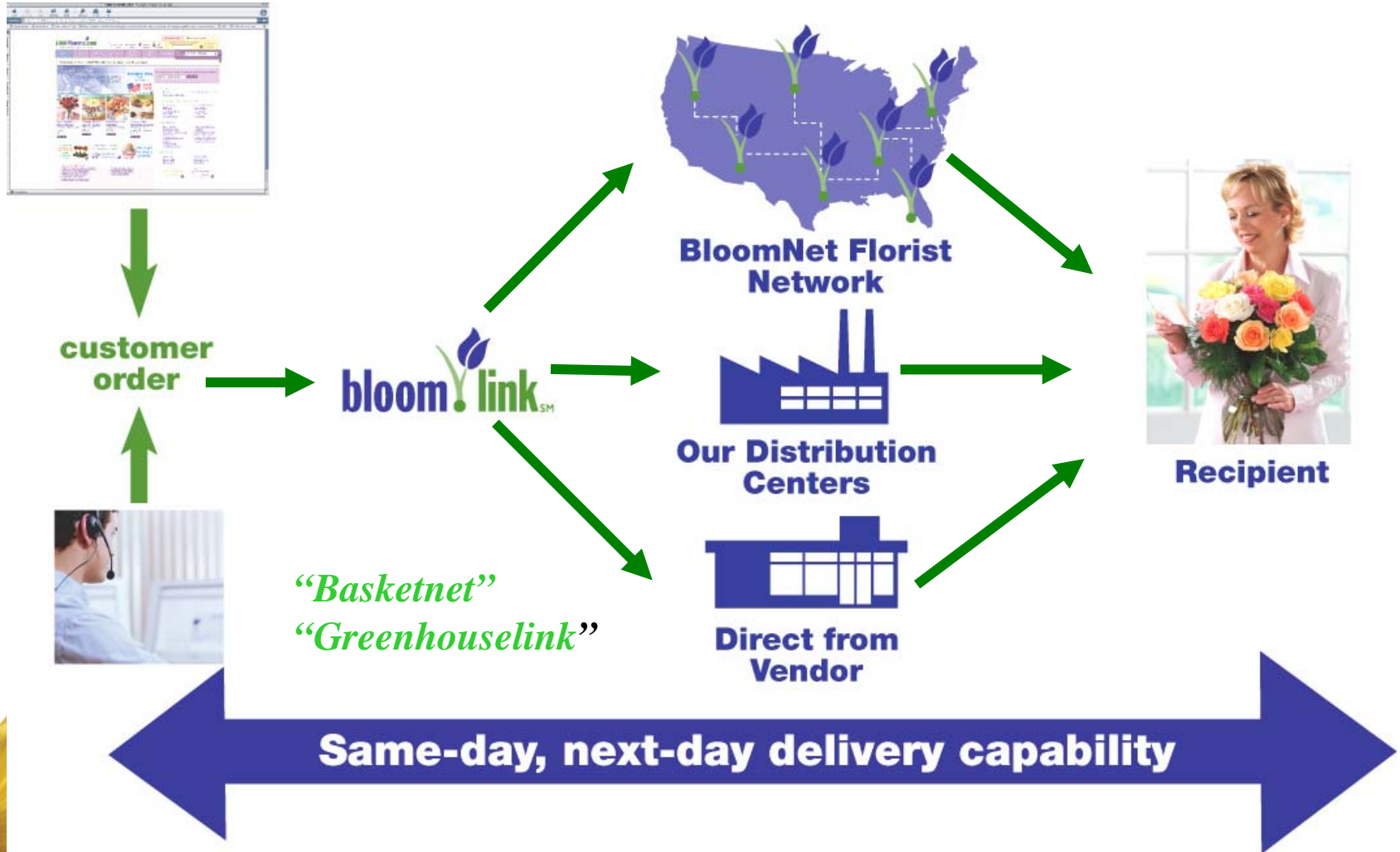
Product
Development
Sourcing
Inventory
Packaging
Design



BRAND MARKETING

Advertising/ PR
Customer:
Development
Acquisition
Retention
Frequency

“Hybrid” Distribution System



Competitive Landscape:

FTD and Teleflora = mature “duopoly”

- Best value proposition
- Floral category brand leader with largest directable order volume
- Smaller, selective network with highest quality requirements

- Member Services
 - Florist directory
 - Credit card clearing
 - Floral selection guide
- Bloomnet Technologies
 - Bloomlink™ extraNet communication system
 - 24X7 telephone answering
 - Website hosting
 - POS
- PurchaseNet™

Competitive Growth Opportunity Analysis

FLWS

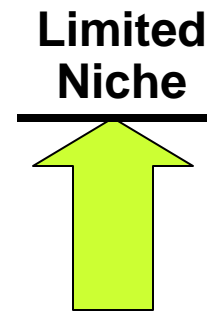
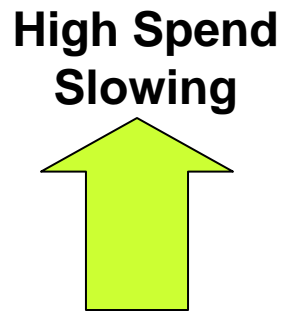
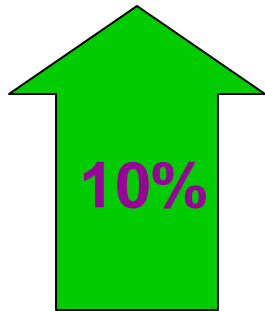
FTD

Teleflora

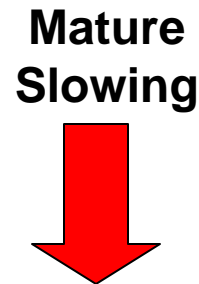
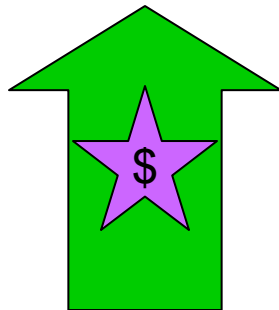
PRVD

Harry & David

Consumer Floral



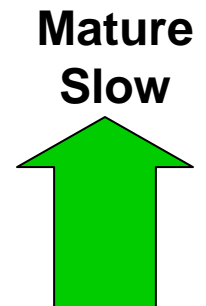
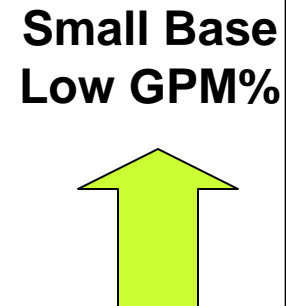
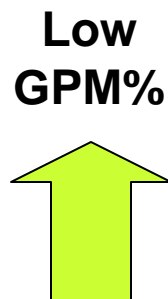
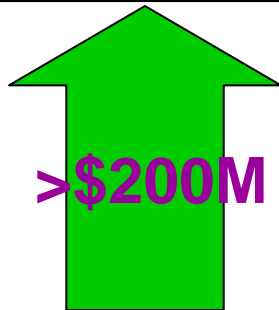
B2B Florist



Anti-Florist Model
X

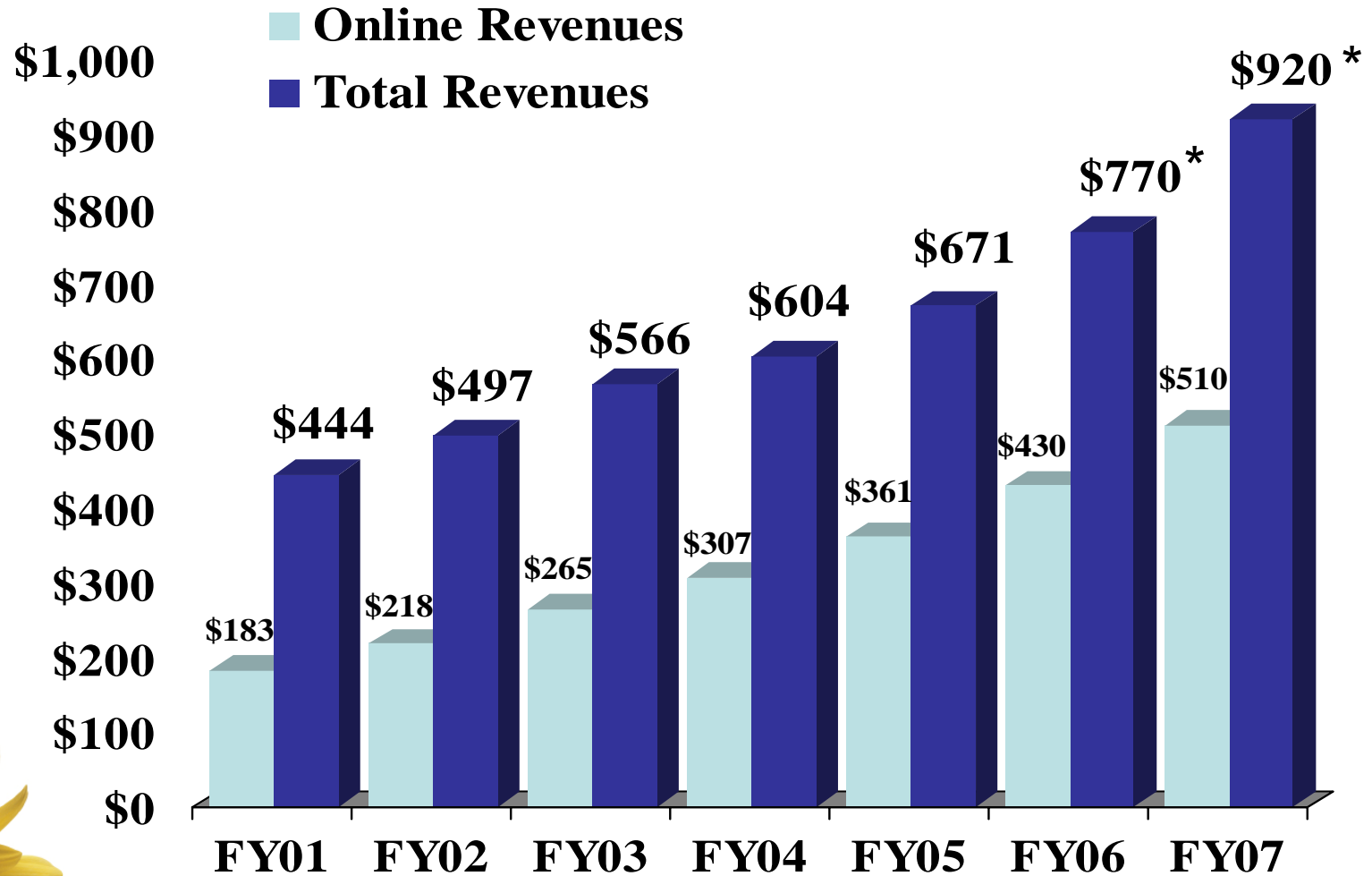
Not Applicable
X

Food, Wine & Gift Baskets



Growing Revenues

(\$ millions)



(*Analysts' consensus estimates; Company does not endorse analyst estimates)



Operating Leverage Targets

- Increase GPM%:
 - From <43% to >44%
- Reduce Sales & Marketing Expense Ratio:
 - From >30% to \approx 28%
- Reduce G&A and Technology Expense Ratio:
 - From >8% to \approx 7%

*Achieve strong, sustainable growth
in EBITDA and EPS*



Positive Financial Outlook

- Double-digit revenue growth
- Internet increasing as % of revenues
- Increasing gross profit margin
- Improving operating expense ratio
- Strong balance sheet – growing cash
 - *Organic and Acquisition Growth Opportunities*
 - *Stock Repurchase Program*



Positive Customer Trends

- Cost Efficient Customer Acquisition
 - *> 3 million per yr. @ CAC = < \$20.00*
- Increasing Repeat Rates
 - *≈ 50% annually and growing*
- Increasing % Coming To Us Online
 - *Reduced order handling costs*
 - *“e-Relationship” opportunity*
- Increasing Gift Occasions
 - *Growing “local” floral gift business*
 - *Growing Specialty Brands gift purchases*





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