

# 1-800-flowers.com<sup>SM</sup> Nasdaq Symbol: FLWS



## About The Company

For more than 30 years, 1-800-FLOWERS.COM Inc. – “Your Florist of Choice,<sup>SM</sup>” – has been providing customers around the world with the freshest flowers and finest selection of plants, gift baskets, gourmet foods and confections, and plush stuffed animals perfect for every occasion. 1-800-FLOWERS.COM<sup>®</sup> offers the best of both worlds: exquisite, florist-designed arrangements individually 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,<sup>SM</sup>”. Customers can “call, click or come in” to shop 1-800-FLOWERS.COM twenty four hours a day, 7 days a week at 1-800-356-9377 or www.1800flowers.com. Sales and Service Specialists are available 24/7, and fast and reliable delivery is offered same day, any day. As always, 100 percent satisfaction and freshness are guaranteed. The 1-800-FLOWERS.COM collection of brands also includes home decor and children’s gifts from Plow & Hearth<sup>®</sup> (1-800-627-1712 or www.plowandhearth.com), Problem Solvers<sup>®</sup> (www.problemsolvers.com), Wind & Weather<sup>®</sup> (www.windandweather.com), Madison Place<sup>®</sup> (www.madisonplace.com), HearthSong<sup>®</sup> (www.hearthsong.com) and Magic Cabin<sup>®</sup> (www.magiccabin.com); gourmet gifts including popcorn and specialty treats from The Popcorn Factory<sup>®</sup> (1-800-541-2676 or www.thepopcornfactory.com); exceptional cookies and baked gifts from Cheryl&Co.<sup>®</sup> (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May Confections Brands<sup>®</sup> (www.fanniemay.com and www.harrylondon.com); gourmet foods from GreatFood.com<sup>®</sup> (www.greatfood.com); wine gifts from Ambrosia.com (www.ambrosia.com); gift baskets from 1-800-BASKETS.COM<sup>®</sup> (www.1800baskets.com) and the BloomNet<sup>®</sup> international floral wire service providing quality products and diverse services to a select network of florists. 1-800-FLOWERS.COM, Inc. stock is traded on the NASDAQ Global Select Market under ticker symbol FLWS.

## Solid Growth, Expanding Market Leadership

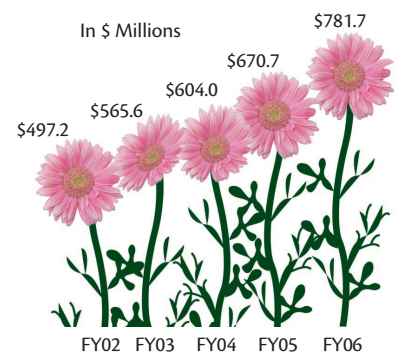


The 1-800-FLOWERS.COM business model encompasses two primary categories: Floral and Specialty Brands. In the Floral category, 1-800-FLOWERS.COM is the world’s largest florist and is expanding its leadership position. The Company’s BloomNet wire service has grown rapidly since January 2005, tripling in size to approximately 9,000 florist members at fiscal 2006 year end. Within the Company’s Specialty Brands category is a unique collection of leading gift brands in the fast growing gourmet food and gift baskets business as well as the home and children’s gifts categories.

## Highly Recognized Brands



## Total Revenues





## Leveragable Assets

- Powerful Brand Recognition
- Leader in Consumer Floral Category
- Growing Position in Gourmet Food and Gift Basket Category
- Large and Growing Customer Database
- Unique Fulfillment System (same-day delivery capability)

## Growth Guidance

- FY07 Revenue Growth = 17 to 20 percent<sup>1</sup>
- FY07 EBITDA and EPS Growth = > 100 percent<sup>1</sup>
- FY08-09 Revenue Growth = 7 to 10 percent<sup>2</sup>
- FY08-09 EBITDA and EPS Growth = 20 to 25 percent

<sup>1</sup>Includes recent acquisitions

<sup>2</sup>Organic growth

## Research Coverage\*

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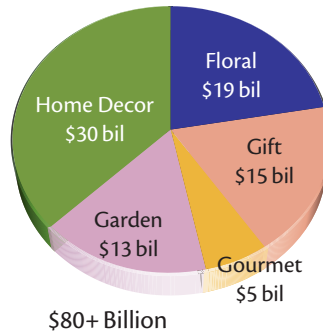
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\* List is for information purposes only.  
1-800-FLOWERS.COM does not endorse any  
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## About The Market



According to industry studies,\* the retail floral, specialty gift, home decor, garden, children's gifts, and gourmet categories that 1-800-FLOWERS.COM® serves represent an \$80+ billion market. With its expanded product offering, strong brand recognition, and multi-channel customer access strategy, 1-800-FLOWERS.COM is positioned to expand its position in this large and growing market.

\*Society of American Florists; Forrester Research

## E-Commerce/Specialty-Retail Model

1-800-FLOWERS.COM makes it simple for customers to act on their thoughtful gift impulses through convenient multi-channel customer access via the Internet, over the phone, in stores and with a wide range of gift catalogs.

The Company's business model does not require heavy investment in inventories or bricks-and-mortar facilities. The model features solid revenue growth, strong gross profit margins and a leveragable infrastructure. As a result, the Company anticipates generating strong cash flows and achieving high returns on capital deployed.

## Positive Customer Trends

1-800-FLOWERS.COM cost efficiently attracts more than three million new customers per year. Simultaneously, the Company deepens its relationships and fosters loyalty with the more than 25 million existing customers in its database through such programs as a personalized Gift Reminder Service as well as a Fresh Rewards® program that enables customers to earn points toward discounts on future purchases.

These strategies and other customer engagement initiatives have contributed to an annual repeat order rate of >50 percent. Importantly, an increasing number of the Company's customers are placing their orders online (>70% floral gifts and >55% consolidated) resulting in lower order handling costs and enhanced "e-marketing" opportunities.

## Investor Information

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This fact sheet may include forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied herein. Please refer to our various SEC filings for a more detailed discussion of these risks.