

1-800-FLOWERS.COM[®] Teams with CancerCare for Kids[®] to Benefit Children Affected by Cancer

*Company provides donations, sponsorships and social media support
as part of annual Cupcakes for a Cause[®] campaign*

Carle Place, N.Y., September 8, 2009 – 1-800-FLOWERS.COM, Inc., the world’s leading florist and gift shop, has teamed with CancerCare for Kids to help make life a little sweeter and brighter for kids and their families who are battling cancer. September is Childhood Cancer Awareness month and each year for the past six years, bakeries and florists nationwide have joined with parents and kids during Cupcakes for a Cause[®] Week to support children affected by a cancer diagnosis – either their own or that of a family member.

This year, Cupcakes for a Cause Week was held September 21-27, 2009 and 1-800-FLOWERS.COM joined in the effort to raise both money and awareness. “As a socially responsible company, 1-800-FLOWERS.COM is proud to participate in important programs that can make a positive difference in people’s lives,” said Jim McCann, Founder and CEO, 1-800-FLOWERS.COM. “By teaming with CancerCare for its Sixth Annual Cupcakes for a Cause Week, we’re pleased to be a part of the effort to assist children and their families in need.”

During Cupcakes for a Cause Week, participating bakeries sell specially decorated cupcakes and donate a portion of the proceeds from their sale to CancerCare for Kids, a program that provides free, professional counseling and support services to children affected by cancer. Cupcakes sold through the Cupcakes for a Cause campaign bear a candy image of the smiley-face icon of the CancerCare for Kids program. Last year’s campaign raised more than \$120,000 for the program.

1-800-FLOWERS.COM has supported this year’s Cupcakes for a Cause campaign through several online and in-store initiatives, including:

- Donating 10% of Net Proceeds from the exclusive 1-800-FLOWERS.COM Cupcakes for a Cause floral collection to support CancerCare for Kids.
- Sponsoring the CancerCare virtual e-Cupcake program by making a one dollar donation for every e-Cupcake sent in honor of Cupcakes for a Cause, up to \$5,000.
- Providing social media support via the 1-800-FLOWERS.COM Facebook Fan Page and donating one dollar per Facebook fan of 1-800-FLOWERS.COM, up to \$1,000, to CancerCare for Kids.
- Encouraging local participation by the 1-800-FLOWERS.COM network of BloomNet[®] Professional Florists. Participating BloomNet Florists donate 10% of the Net Proceeds from sales of Cupcake in Bloom[™] floral bouquets during Cupcakes for a Cause Week.

About CancerCare

CancerCare is a national non-profit organization founded in 1944 that provides free professional support services to anyone affected by cancer: people with cancer, caregivers,

children, loved ones, and the bereaved. CancerCare programs include counseling, education, financial assistance and practical help. Children and teens affected by cancer have special needs and concerns. CancerCare for Kids offers practical support, education and advice to parents, and counseling to children and teens to help them understand cancer. All services are provided by trained oncology social workers and are completely free of charge. For more information, call 1-800-813-HOPE (4673) or visit www.cancercare.org.

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), 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). The Company's BloomNet(R) international floral wire service (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); cookies and baked gifts from Cheryl&Co.(R) (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May(R) confections brands (www.fanniemay.com and www.harrylondon.com); wine gifts from Ambrosia(R) (www.ambrosia.com) and Geerlings&Wade(SM) (www.geerwade.com); gift baskets from 1-800-BASKETS.COM(R) (www.1800baskets.com) and DesignPac(SM) gifts (www.designpac.com); as well as Celebrations(R) (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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