



PRESS RELEASE

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1-800-FLOWERS.COM[®] To Conduct Electronic Equipment Recycling Drive, June 4th, 8:30 a.m. to 4 p.m. in Carle Place

Carle Place, N.Y., May 28, 2008 – 1-800-FLOWERS.COM, Inc., the world’s leading florist and a multi-channel retailer of thoughtful gifts for all occasions, will be partnering with e-Scrap Destruction, an electronic waste management and recycling company, to hold a recycling drive at 1-800-FLOWERS.COM’s retail store located at One Old Country Road in Carle Place, New York. The event will take place Wednesday, June 4th, 2008 between 8:30 in the morning and 4:00 in the afternoon.

People from throughout Long Island and beyond are invited to take part in the recycling drive by dropping off their used, old and broken electronic devices at the store. Among the extensive array of devices that can be recycled are 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 used 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 need to recycle computer equipment and other electronic devices has become urgent. 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 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.

Recycling experts from e-Scrap Destruction will be onsite at the drive in Carle Place on June 4th 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 June 4th, 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.

(more)

1-800-FLOWERS.COM® To Conduct Electronic Equipment Recycling Drive, June 4th, 8:30 a.m. to 4 p.m. in Carle Place, press release page 2:

About 1-800-FLOWERS.COM, Inc.

As the world's leading florist, 1-800-FLOWERS.COM has been providing customers around the world with the freshest flowers and finest selection of plants, gift baskets, gourmet foods, confections and plush stuffed animals perfect for every occasion for more than 30 years. 1-800-FLOWERS.COM® floral gift offering includes 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 GrowersSM." Customers can "call, click or come in" to shop 1-800-FLOWERS.COM 24/7 at 1-800-356-9377 or www.1800flowers.com. As always, 100 percent satisfaction and freshness are guaranteed. The Company's collection of brands also includes 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); Gourmet gifts including 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); epicurean gifts from GreatFood.com® (www.greatfood.com); wine gifts from Ambrosia.com (www.ambrosia.com); and gift baskets from 1-800-BASKETS.COM® (www.1800baskets.com). The Company's BloomNet® international floral wire service provides quality products and diverse services to a select network of professional florists. For more information on BloomNet Products and Services, visit www.MyBloomNet.net. 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.

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