

## **1-800-FLOWERS.COM<sup>®</sup> Joins with Island Harvest to Battle Hunger**

Carle Place, N.Y., November 25, 2009 – With the national unemployment rate climbing above 10 percent and with the holiday season upon us, the strain on food banks, pantries and shelters has escalated significantly. Nearly every region in the country has felt that strain, including Long Island where Island Harvest, the Island's largest hunger relief organization, has reported an increase of up to 30 percent more Long Islanders seeking emergency food assistance this year.

1-800-FLOWERS.COM, Inc., a Long Island-based company and the world's leading florist and gift shop, has teamed with Island Harvest to battle the growing hunger challenges faced by many local families. The Company conducted a food drive throughout its corporate headquarters, encouraging its associates to offer a wide array of donations including everything from frozen turkeys and non-perishable foods to supermarket gift cards. Hundreds of items were collected for the cause and presented to Island Harvest for distribution to those in need on Long Island.

"The response from our associates has been tremendous, demonstrating once again the enormous generosity and caring spirit of 1-800-FLOWERS.COM people," said Jim McCann, the Company's Founder and CEO. "As responsible citizens committed to serving our community in as many ways as we can, the entire 1-800-FLOWERS.COM team is proud to work together with Island Harvest and support their mission to assist the increasing numbers of people affected by hunger all over Long Island."

Feeding America, a national anti-hunger advocacy organization, estimates that 1 in every 8 Americans now face hunger each day. Many of those people are part of hard-working families or are senior citizens who are struggling to make ends meet. On Long Island, the figures reflect the startling national trend. Estimates show that the number of Long Island children at risk of hunger is currently more than 93,000...enough to fill the new baseball homes of both the Yankees and the Mets (Yankee Stadium and Citi Field).

For more information about Island Harvest and to make arrangements for food donations, visit [www.islandharvest.org](http://www.islandharvest.org) or call 516-294-8528.

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

### **About Island Harvest**

Fighting hunger and touching lives, Island Harvest ([www.islandharvest.org](http://www.islandharvest.org), 516-294-8528) serves as the bridge between those who have surplus food and those who need it, supplying hundreds of community-based nonprofit organizations on Long Island with critical food support to help stem the advancing tide of hunger in our communities. Island Harvest has delivered more than 60 million pounds of food, supplementing nearly 47 million meals, since its inception in 1992. In support of its mission to end hunger and reduce food waste on Long Island, the organization is actively involved in educational and hunger awareness programs to inform the public about the insidious but often unrecognized problem of hunger here, in one of the wealthiest regions of the country, and how individuals, businesses, schools and commercial food establishments can make a difference. Island Harvest is a member of Feeding America (formerly America's Second Harvest).