



**PRESS RELEASE**

**Contact:** Davina Coard  
Manager, Public Relations  
516-237-4933  
dcoard@1800flowers.com

**1-800-FLOWERS.COM<sup>®</sup> Teams With US Military in Program to Train Veterans to Succeed in the Private Sector**

Carle Place, N.Y., April 14, 2008 – 1-800-FLOWERS.COM, Inc., the world’s leading florist and a multi-channel retailer of thoughtful gifts for all occasions, is providing training and other resources designed to make it easier for veterans of military service to succeed in the private sector economy.

The 1-800-FLOWERS.COM “Veteran’s Assistance Plan” offers skills training to military veterans, and their family members, in such areas as business communication, resume writing, leadership and teamwork, computer proficiency and job interviewing techniques. Furthermore, 1-800-FLOWERS.COM has donated computers and furniture to be utilized for training purposes.

Since its inception in 2007, the 1-800-FLOWERS.COM Veteran’s Assistance Plan has provided nearly 700 hours of training to approximately four dozen veterans. The Company is collaborating directly with various branches of the armed services including the U.S. Marine Corps, National Guard, Air National Guard, U.S. Navy and U.S. Army as well as with government officials to enhance veterans’ business skills and help generate employment opportunities for them. 1-800-FLOWERS.COM has received accolades from the U.S. military for the company’s efforts on behalf of veterans. The company has also been invited by the Marine Corps to present its Veteran’s Assistance Plan to the USMC Recruit Depot in Parris Island, South Carolina and the USMC Regiment for Wounded Warriors in Quantico, Virginia.

1-800-FLOWERS.COM participated in a recent Veterans Benefit Fair held by the Veterans Service Agency of Nassau County (Long Island, New York) to benefit military veterans returning from service in Iraq and Afghanistan. The event took place on St. Patrick’s Day at the Cradle of Aviation museum in Garden City, New York. More than 2,500 Iraq and Afghanistan veterans were invited to attend. 1-800-FLOWERS.COM will also participate in two similar fairs scheduled for June, 17 and September 20, 2008.

“Our company is excited and honored to be offering what we feel is an innovative and necessary program in support of the brave and dedicated military veterans our country has depended on to help protect the freedom of all Americans,” said Jim McCann, Chairman and Chief Executive Officer of 1-800-FLOWERS.COM.

*(more)*

**About 1-800-FLOWERS.COM, Inc.**

For more than 30 years, 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. 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 Growers<sup>SM</sup>." Customers can "call, click or come in" to shop 1-800-FLOWERS.COM 24/7 at 1-800-356-9377 or [www.1800flowers.com](http://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](http://www.plowandhearth.com)), Wind & Weather® ([www.windandweather.com](http://www.windandweather.com)), HearthSong® ([www.hearthsong.com](http://www.hearthsong.com)) and Magic Cabin® ([www.magiccabin.com](http://www.magiccabin.com)); Gourmet gifts including popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or [www.thepopcornfactory.com](http://www.thepopcornfactory.com)); exceptional cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or [www.cherylandco.com](http://www.cherylandco.com)); premium chocolates and confections from Fannie May Confections Brands® ([www.fanniemay.com](http://www.fanniemay.com)) and [www.harrylondon.com](http://www.harrylondon.com)); epicurean gifts from GreatFood.com® ([www.greatfood.com](http://www.greatfood.com)); wine gifts from Ambrosia.com ([www.ambrosia.com](http://www.ambrosia.com)); and gift baskets from 1-800-BASKETS.COM® ([www.1800baskets.com](http://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](http://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.