

# 1.800.FLOWERS.COM, INC.

## PRESS RELEASE

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## **The Winetasting Network Deepens Community Involvement with Participation in Several Philanthropic Programs**

Carle Place, N.Y., March 26, 2009 – The Winetasting Network, a Napa, California based distributor and direct-to-consumer wine marketer and a subsidiary of 1-800-FLOWERS.COM, Inc., recently partnered with Robert Mondavi Winery in hosting the “Napa Valley Red Carpet Gala” and Academy Awards® Viewing Party in support of a local hospital. Furthermore, The Winetasting Network participated in the annual Napa Valley Aids Walk, and, collaborated with Girl Scouts of the USA in conducting a coat drive. The Winetasting Network® distributes wine through its WTN Services® division and also markets wine direct to consumers under the Ambrosia® brand name.

WTN Services and The Winetasting Network, together with Robert Mondavi Winery, were lead corporate sponsors and hosts for the 21st annual Napa Valley Red Carpet Gala and Academy Awards Viewing Party to benefit the Care Network at Queen of the Valley Hospital. The event is among the oldest and largest charitable events created to address issues relating to HIV/Aids and cancer in California. This year’s Gala, which was held at the Mondavi Winery and marked the third consecutive year that WTN Services and The Winetasting Network have been involved, attracted representatives from more than 25 Napa Valley area restaurants and approximately 30 wineries who submitted contributions during the event’s “silent auction” and donated food and beverages for attendees. The event raised more than \$20,000.00 to fund case management and outreach services for individuals suffering from HIV/Aids and cancer.

In addition, a team of 27 employees from WTN Services took part in the Napa Valley Aids Walk. The event was created to generate increased awareness about Aids and to collect charitable donations earmarked for those afflicted with the disease. The WTN Services team, which was named as Business Team Winner for raising the most funds in its category, walked more than 5 miles and raised \$3,300.00. Besides the WTN employees who walked in the event, other employees volunteered to staff various positions such as registration tables and water stations. Also, The Winetasting Network participated in a coat drive resulting in hundreds of coats being collected by employees. The donated coats were given to the Girl Scouts® and distributed to homeless people throughout communities in the Napa Valley.

“We are honored to have the opportunity to help make a difference in our surrounding communities by being involved in these very worthy causes,” said Chris Edwards, Vice President and General Manager of The Winetasting Network. “In these challenging economic times, many deserving organizations are in need of assistance and I’m proud of each of our

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employees who gave of themselves in support of local philanthropic programs. I also want to thank our business partners and industry colleagues for their generous efforts and contributions.”

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

1-800-FLOWERS.COM, Inc. is the world’s leading florist and a provider of specialty gifts for all occasions. 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® (1-800-356-9377 or [www.1800flowers.com](http://www.1800flowers.com)) is one of the top 50 online retailers by Internet Retailer, 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, 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 “Fresh From Our Growers®.” As always, 100% satisfaction is guaranteed. The Company’s BloomNet® ([www.mybloomnet.net](http://www.mybloomnet.net)) international floral wire service 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 “Gift Shop” also includes gourmet gifts such as 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)); gourmet foods from Greatfood.com® ([www.greatfood.com](http://www.greatfood.com)); wine gifts from Ambrosia® ([www.ambrosia.com](http://www.ambrosia.com)); gift baskets from 1-800-BASKETS.COM® ([www.1800baskets.com](http://www.1800baskets.com)) and DesignPac as well as 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)). 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.

### **About The Winetasting Network**

Founded in 1991 in the world-renowned Napa Valley, The Winetasting Network® helped break new ground in bringing exceptional California wines direct to wine lovers throughout the United States. The Company’s Napa Valley location provides unique access to special wines from some of the finest vintners in the world. One-on-one relationships with passionate wine enthusiasts have given The Winetasting Network and Ambrosia® wine club insight into creating unique collections, gifts and clubs with highly sought after, world-class wines. The Company’s WTN Services® division is a “best in class” fulfillment services provider. WTN Services provides its clients with timely and reliable direct-to-consumer supply chain solutions through proactive account management, technology, key strategic partnerships, a bi-coastal warehousing network and multiple distribution centers.