



For Immediate Release

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1-800-FLOWERS.COM Launches Two New DRTV Campaigns with Mercury Media *Campaigns Aim to Keep 1-800-FLOWERS.COM Top-of-Mind for Mother's Day and Beyond*

(Marlboro, MA) *April 25, 2011*—Mercury Media, the largest privately-owned, full service direct response media agency in the country, has been selected by 1-800-FLOWERS.COM (NASDAQ:FLWS) to launch two new DRTV campaigns in April and May. Both campaigns were created with the goal of spurring sales throughout the Easter and Mother's Day gifting seasons while also creating wide-spread brand awareness throughout the spring season.

"One of the most exciting aspects of DRTV advertising is that it truly is the middle ground where art meets science," said Kristi Tropp, VP, Director of Client Service for Mercury Media. "We relish the opportunity to show 1-800-FLOWERS.COM that it is possible to have both beautiful creative that leaves a lasting impression and a measurable impact on immediate consumer action."

Mercury Media worked hand-in-hand with 1-800-FLOWERS.COM's creative partner, Mullen, to edit and optimize their new brand advertisements for use in the new direct response campaigns. The first spot focuses on 1-800-FLOWERS.COM's "everyday" offerings, highlighting its in-demand "Fields of Europe" arrangement, featuring a selection of popular spring flowers including tulips, lilies, and carnations, with the goal of spurring sales of this and other seasonal offerings. A second campaign will focus specifically on 1-800-FLOWERS.COM's Mother's Day arrangements

Mercury Media is known for its Performance Guarantee Model, a scalable, pay-for-performance offering the agency first made available to short form clients in 2007.

"Our goal in this effort is to keep our brand at the forefront of consumers' minds during the Easter and Mother's Day holidays and throughout their day-to-day lives," said Tania Nematic, Senior Manager, Marketing Planning & Strategy.

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About Mercury Media

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Santa Monica, California with offices in Marlboro, Massachusetts and Philadelphia, Pennsylvania. The agency launched the first full service Hispanic direct response specialty practice, Mercury en Español, in 2009. Established in 1989, Mercury Media specializes in long form, and short form direct response advertising and is committed to providing its clients with best-in-class measured media solutions across multiple platforms to achieve their strategic objectives and maximize their return on investment. By leveraging its unparalleled experience in direct response media and cutting edge analytics, the agency develops and executes innovative media campaigns that deliver superior results. For additional information regarding Mercury Media's clients, services and expertise please visit:

www.mercurymedia.com. For original articles, please visit The Mercury Index Blog at www.mercurymedia.wordpress.com. Follow us on Twitter: www.twitter.com/mercurymediadr.

About 1-800-FLOWERS.COM

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 30 years, 1-800-FLOWERS® (1-800-356-9377 or www.1800flowers.com) has been helping deliver smiles for our customers with gifts for every occasion, including fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, candles, balloons and plush stuffed animals. As always, our 100% Smile Guarantee backs every gift. 1-800-FLOWERS.COM's Mobile Flower & Gift Center was named winner of the 2010 "Best Mobile App for E-commerce" by DPAC (Digiday's Publishing & Advertising Awards) and RIS (Retail Info Systems) 2010 Mobile App of the Year Award in the "Best Shopping" category. 1-800-FLOWERS.COM was also rated number one vs. competitors for customer service by STELLAService and named by the E-Tailing Group as one of only nine online retailers out of 100 benchmarked to meet the criteria for Excellence in Online Customer Service. 1-800-FLOWERS.COM has been honored in Internet Retailer's "Hot 100: America's Best Retail Web Sites" for 2011. The Company's BloomNet® 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® (1-800-541-2676 or www.thepopcornfactory.com); cookies and baked gifts from Cheryl's® (1-800-443-8124 or www.cheryls.com); premium chocolates and confections from Fannie May® confections brands (www.fanniemay.com and www.harrylondon.com); gift baskets and towers from 1-800-Baskets.com® (www.1800baskets.com); and wine gifts from Winetasting.com® (www.winetasting.com). The Company's Celebrations® brand (www.celebrations.com) is 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 as well as various philanthropic and charitable efforts. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.