

1-800-FLOWERS.COM, INC.

NASDAQ Symbol: FLWS

Delivering Smiles, Driving Growth

With its top quality line of gifts for every occasion, 1-800-FLOWERS.COM helps millions of customers express their thoughtfulness and deliver smiles. As a way of further developing customer relationships and enhancing growth, the Company was among the first retailers to seize the tremendous opportunities of "So-Lo-Mo," a newly emerging consumer landscape that includes social media, local stores and mobile technologies.

This strategy, combined with truly original floral products as well as innovative marketing programs and a blossoming network of retail florists who utilize the BloomNet wire service, resulted in a very strong fiscal 2011. Also underscoring the strong performance of 1-800-FLOWERS.COM is the growth of its gourmet food and gift baskets businesses, enabling the Company to become a leading player in this \$16 billion gifting category.



Fiscal 2011 Achievements

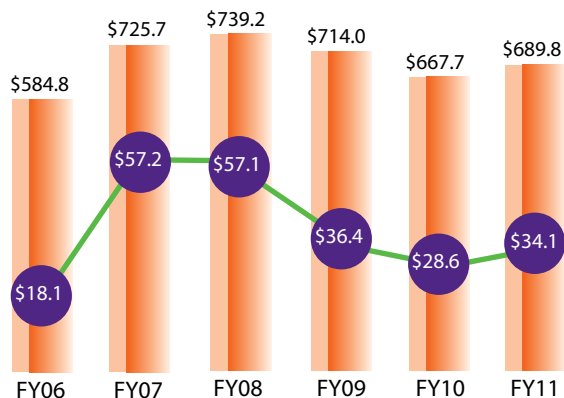
- Increased total revenue to \$689.8 million with all three business segments recording growth.
- Increased revenue, gross margin and contribution margin in core Consumer Floral segment.
- Increased EBITDA to \$34.1 million, up 37.5 percent.
- Increased EPS to \$0.09 compared with a loss per share of \$0.03 in the prior year period.

So-Lo-Mo

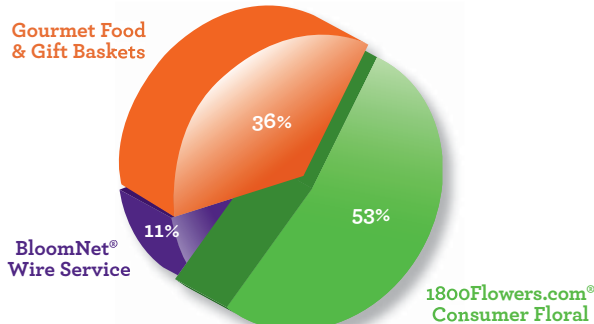
Social-Local-Mobile: It's the new business paradigm encompassing the fast evolving world of social networking, a growing interest and emphasis on local business presence and all things mobile, from smart phones to iPads. In fiscal 2011, 1-800-FLOWERS.COM became a recognized leader in social commerce through pioneering applications that integrated Facebook, Twitter, Google+ and hundreds of bloggers in its marketing programs. The Company expanded its local retail presence via new franchising initiatives in its 1-800-FLOWERS® and Fannie May® Fine Chocolates brands. And the Company continued to refine its award winning Mobile commerce platform, garnering additional accolades as the #1 mobile commerce site for 2011. The consumer has voted, and So-Lo-Mo is an integral part of our lives and therefore an indispensable part of how 1-800-FLOWERS.COM integrates and develops the relationships between its brands, its culture and its customers.

Total Revenues

(In Millions, from Continuing Operations⁽¹⁾)



2011 % Revenues by Category

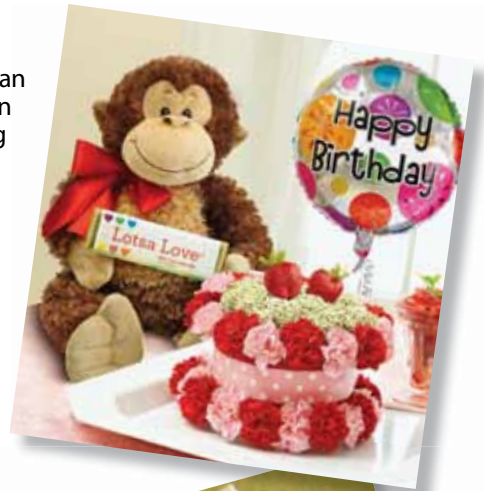


(1) During fiscal 2009, the Company made the strategic decision to divest its Home and Children's Gifts business segment. The Company has classified the results of operations of its Home & Children's Gifts segment as discontinued operations for all periods presented. Also, the Company's fiscal 2009 results include a number of non-recurring items which impact comparability. These items are excluded from the adjusted results.

(2) Fiscal 2010 and 2009 EBITDA is adjusted for non-recurring charges which impact comparability. Refer to the Company's 10-K filing for reconciliations of net income (loss) from continuing operations to adjusted EBITDA from continuing operations.

About The Company

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 35 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. The 1-800-FLOWERS.COM Mobile Flower & Gift Center was named winner of the 2010 "Best Mobile App for E-commerce" by DPAC (Digiday's Publishing & Advertising Awards) and the 2010 Mobile App of the Year Award in the "Best Shopping" category by RIS (Retail Info Systems). 1-800-FLOWERS.COM was also rated number one versus 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 and was one of only five retailers to receive the 2011 Customer Innovation Award from Avaya for transforming the business through innovative use of business communications and collaboration technologies. 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 "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 leading online destination for fabulous party ideas and planning tips and FineStationery.com® (www.finestationery.com) is the premier site for unique, customizable invitations, announcements and greeting cards. 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.



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**List is for informational purposes only. 1-800-FLOWERS.COM does not endorse any opinions or forecasts made by research analysts.*

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