

# EXTRA, EXTRA!

1-800-FLOWERS.COM® & BLOOMNET® ARE GENERATING ORDERS, SENDING YOU CUSTOMERS & SUPPORTING THE FLORAL INDUSTRY WITH A MULTI MILLION DOLLAR VALENTINE'S DAY MARKETING CAMPAIGN!

## Celebrity Star Power Generates Orders & New Customers for BloomNet Florists with the help of 1-800-FLOWERS.COM!

### Inside Exclusive:

#### MOVIE

1-800-FLOWERS.COM has partnered with Warner Bros as The Official Flowers of VALENTINE'S DAY, the movie.

#### SWEEPSTAKES

Enter to Win a Chance for a Romantic Hollywood Getaway Sweepstakes for both Consumers & BloomNet Professional Florists!

#### TV/RADIO

Reaching millions of consumers through Radio, National TV Show Integrations & Commercials.

#### EXPERT GIFTING ADVICE

Millionaire Matchmaker Patti Stanger provides consumer expert Gifting Advice this Valentine's Day.

#### SOCIAL MEDIA

Facebook, Twitter, Celebrity Blogger Events!  

#### MOBILE

Helping guys find the right words with the "Hand Me A Line!" Application

#### TEEN MUSIC SENSATION

Justin Bieber "One Less Lonely Girl" Bouquet

#### VIDEO

Powerful Visual Guides to Help Customers Buy Flowers



JESSICA ALBA  
KATHY BATES  
JESSICA BIEL  
BRADLEY COOPER  
ERIC DANE  
PATRICK DEMPSEY  
HECTOR ELIZONDO

JAMIE FOXX  
JENNIFER GARNER  
TOPHER GRACE  
ASHTON KUTCHER  
QUEEN LATIFAH

TAYLOR LAUTNER  
GEORGE LOPEZ  
SHIRLEY MACLAINE  
EMMA ROBERTS  
TAYLOR SWIFT

2.12.10

FROM THE DIRECTOR OF PRETTY WOMAN COMES A DAY IN THE LIFE OF LOVE.

NEW LINE CINEMA PRESENTS A NEW LINE FILMS / KARP ENTERTAINMENT PRODUCTION A GARRY MARSHALL FILM "VALENTINE'S DAY" JESSICA ALBA KATHY BATES JESSICA BIEL BRADLEY COOPER ERIC DANE PATRICK DEMPSEY HECTOR ELIZONDO JAMIE FOXX JENNIFER GARNER TOPHER GRACE ANNE HATHAWAY ASHTON KUTCHER QUEEN LATIFAH TAYLOR LAUTNER GEORGE LOPEZ SHIRLEY MACLAINE EMMA ROBERTS JULIA ROBERTS TAYLOR SWIFT  
WRITTEN BY JOHN DEBNEY PRODUCED BY GARY JONES BASED UPON THE PLAY BY GEORGE GREEN ADAPTED BY ALBERT GREENBERG DIRECTOR OF PHOTOGRAPHY CHARLES MINICKY, A.S.C. EXECUTIVE PRODUCERS TONY EMMERICH SAMUEL J. BROVIN MICHAEL DISCO PRODUCED BY DIANA PORIANY  
SCREENPLAY BY KATHERINE FUGATE AND JOBY VOHN & MARK SULLIVESTEN SCREENPLAY BY KATHERINE FUGATE PRODUCED BY ANNE KARP, WAHNE RICE DIRECTED BY GARRY MARSHALL

www.valentinesdaymovie.com

## YOUR GUIDE TO VALENTINE'S DAY SALES 2010



1-800-FLOWERS® Abundant Love™ Bundle



1-800-FLOWERS® Be Mine™ "VALENTINE" Bouquet



1-800-FLOWERS® Dazzle Her Day™



1-800-FLOWERS® Elegant Wishes™

## Generating Orders & Customers with A Movie, Flowers & Hollywood Getaway!

1-800-FLOWERS.COM is thrilled to partner with Warner Bros as the Official Flowers of VALENTINE'S DAY, in theatres 2.12.10!



This exciting new film is directed by Garry Marshall, noted for his work on *Pretty Woman* and *Runaway Bride*, and stars

a number of Hollywood icons including Julia Roberts, Ashton Kutcher, Patrick Dempsey, Anne Hathaway and Jessica Biel. 1-800-FLOWERS.COM® will promote 1-FLOWERS® Be Mine™ "VALENTINE" Bouquet (PC 17989) in connection with this film and the Romantic Hollywood Getaway Sweepstakes!

### A Romantic Hollywood Getaway for Consumers & BloomNet Florists!

To help drive additional local traffic into BloomNet Florists Shops this Valentine's Day and help you grow your Customer Email List to support your local store marketing efforts, 1-800-FLOWERS.COM® is offering consumers a chance to win a 4 day/3 night Romantic Hollywood Getaway when they enter the Sweepstakes at either [1800flowers.com/getaway](http://1800flowers.com/getaway) or a participating local BloomNet Professional Florist retail location!

To help drive consumers into BloomNet Florist Shops, during the week of 1/11/10 Shops that are Codified for Valentine's Day products will receive Sweepstakes Entry Forms and a high impact Window Banner showcasing the Warner Bros VALENTINE'S DAY movie cast and an immediate call to action for your customers to come into your Shop for the Sweepstakes entry! Non-Codified Shops can download the Sweepstakes Form from BloomLink to participate as well.

All BloomNet Florists will be entered into the Sweepstakes.

To provide your Shop with additional entries and to enter your local customers into the Sweepstakes, simply fax the completed Sweepstakes Entry Forms to BloomNet Headquarters. We'll enter both your Customers and your BloomNet Shop into the 1-800-FLOWERS.COM® & BloomNet Florist Romantic Hollywood Getaway Sweepstakes!

### BLOOMNET FLORIST GRAND PRIZE INCLUDES:

- Hotel accommodations at the Sheraton Universal Hotel: Presidential suite, daily breakfast, dinner for two
- Roundtrip airfare
- A private tour of the Warner Bros Studio, tickets to a talk show, and \$1,000 worth of DVD's, courtesy of Warner Bros.
- A Champagne & Truffles package courtesy of 1-800-BASKETS.COM

PLUS! Additional prizes are very special Fannie May and Cheryl & Co. gift towers overflowing with sweet Valentine goodies.

Each completed Sweepstakes Form we receive from your Shop will count as an additional entry and increases your Shop's chances to WIN! Plus, it's a fantastic way for you to build your local mailing & email customer list!

Watch for more exciting entertainment partnerships coming soon!

**LOCAL STORE MARKETING TIP!** Promote 1 Stop Shopping for the guys with "Dinner, Flowers & a Movie". Partner up with your local Restaurants and Movie Theaters and pick their Gift Cards into a Valentine's Day Arrangement. The guys and their girlfriends will Thank You for it!

## The Industry's most Creative, Innovative and Powerful Valentine's Radio & TV Commercial

Featuring our own Valentine's Day celebrities - 1-800-FLOWERS.COM CEO Jim McCann, everyone's favorite Warm & Fuzzy animated character, and



1-800-FLOWERS® Abundant Love™ Bundle, our 1-800-FLOWERS.COM® Valentine's Day Commercial provides positive reinforcement of the emotional & sentimental value of gifting flowers with a funny, creative concept that will engage male consumers to purchase flowers for Valentine's Day and continue to connect with core female customers. As Florists ourselves, we promise to only promote Flowers in the best and most positive light possible to the general public to help support and grow our floral industry!

**LOCAL STORE MARKETING TIP!** Place the high impact Window Banner featuring 1-800-FLOWERS® Abundant Love™ Bundle "SEEN ON TV" in your Window to help drive local customers into your Shop for Valentine's Day!

## Hand Me A Line!

Has the Romance of Valentine's Day left your customers tongue tied? Just send them to the 1-800-FLOWERS.COM "Hand Me A Line" Mobile Application and we will provide them with entertaining and *smooth* translations to help them express their sentiment.



## THINKING OUTSIDE THE BOX – WITH FLOWERS™!

This Valentine's Day, **LESS IS MORE!** 1-800-FLOWERS will offer 5 Valentine's Day Codified Products, with 15 Arrangement Uses & 20 Price Point Options!

NEW GLASSWARE – Passion Purple & Pink Frosted Gathering Vases – Starting at ONLY \$1.90!

**STAY TUNED FOR EXCITING NEW CONSUMER PROMOTIONS & A OUT OF THE BOX FLORIST DESIGNED PROGRAM AVAILABLE EXCLUSIVELY FOR BLOOMNET PROFESSIONAL FLORISTS!!!**

## "One Less Lonely Girl" & 100,000 potential NEW Young Customers for BloomNet Florists!

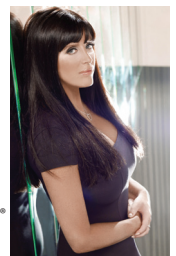


Justin Bieber

Do you know someone that's a huge Justin Bieber Fan? We do and lots of them! With over 1 million Facebook Fans, 1-800-FLOWERS.COM® has partnered with Justin Bieber to help one of his fans Valentine's dream come true with the Justin Bieber Valentine's Sweepstakes! Our goal is to reach 100,000 sweepstakes entries. That's a lot of potential new young customers and a dream come true for us Florists as well!

## Showing Customers Some LOVE!

Millionaire Matchmaker Patti Stanger will provide the guys with some helpful expert advice on how to make her all Warm & Fuzzy this Valentine's with the perfect gift from the 1-800-FLOWERS.COM® Valentine's Gift Guide!



Patti Stanger

## Video

This Valentine's, consumers can use our NEW, helpful HowCast videos to help answer questions for ordering flowers online.