



March 8, 2017

FTD® Celebrates Inspiring Women through #ILooktoHer Initiative

FTD will Gift 10,000 Bouquets as part of Surprise Giveaways

DOWNERS GROVE, Ill., March 8, 2017 /PRNewswire/ -- FTD Companies, Inc. (Nasdaq: FTD), a premier floral and gifting company, will celebrate the inspiring women in our lives through a month-long campaign, #ILooktoHer. FTD will conduct special surprise flower giveaways online and in Chicago and Philadelphia. FTD is encouraging individuals to post stories and tag women who inspire them using #ILooktoHer on social media, to help raise awareness about the women in our lives who have been inspirational.

To kick off the celebrations, FTD will surprise women with floral bouquets at various locations in downtown Chicago on International Women's Day on March 8, 2017. Women will be showered with 5,000 bouquets all over the city from a retro van from 8 a.m. to 4 p.m. Former Chicago pro football player Izzy Idonije will join FTD in surprising fans with beautiful bouquets.

The celebration will continue at the Philadelphia Flower Show, where FTD will hand out bouquets at the main exhibition entrance starting at 11 a.m. on Saturday, March 11, 2017. Recipients can take a photo with their flowers against a beautiful live floral wall spelling out #ILooktoHer. They can then post the pictures on social media, tagging women who inspire them with thankful messages using the hashtag #ILooktoHer.

During the show, FTD Lead Floral Designer Andrea Ancel will host a Facebook Live segment as part of the Designer Showcase. Andrea, along with guest floral designers, interior designers and artists, will bring to life the exciting floral trends for 2017. After each Designer Showcase segment, FTD will surprise one woman of inspiration within the Philadelphia market with a unique floral arrangement inspired by one of the guest designers.

"We all have women in our lives who push us to be stronger, challenge us to be better and motivate us to be everything we are," said FTD.com Senior Marketing Director Dan Spellman. "These are the women we look to and the women we're celebrating with the tag #ILooktoHer".

Giving a gift of flowers is the perfect way to say 'thank you' to women. [FTD.com](http://www.ftd.com) offers a variety of artisan-design, handcrafted bouquets to make it easy to honor the inspiring women in our lives.

For additional information please visit <http://www.ftd.com/ilooktoher>.

About FTD Companies, Inc.

FTD Companies, Inc. is a premier floral and gifting company. Through our diversified family of brands, we provide floral, specialty foods, gifts and related products to consumers primarily in the United States, Canada, the United Kingdom and the Republic of Ireland. We also provide floral products and services to retail florists and other retail locations throughout these same geographies. FTD has been delivering flowers since 1910 and the highly-recognized FTD® and Interflora® brands are supported by the iconic Mercury Man logo®, which is displayed in approximately 40,000 floral shops in nearly 150 countries. In addition to FTD and Interflora, our diversified portfolio of brands includes the following trademarks: ProFlowers®, ProPlants®, Shari's Berries®, Personal Creations®, RedEnvelope®, Flying Flowers®, Flowers Direct™, Ink Cards™, Postagram™ and Gifts.com™. FTD Companies, Inc. is headquartered in Downers Grove, Ill. For more information, please visit www.ftdcompanies.com.

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