



1-800-FLOWERS.COM Announces New Appointments Within Senior Management Team

WESTBURY, N.Y.--Sept. 18, 2000--

- Promotions include naming of Chris McCann as President, Guy Minetti to the newly created position of Vice Chairman, and Bill Shea to Sr. Vice President and CFO

1-800-FLOWERS.COM, (NASDAQ:FLWS), a leading multi-channel retailer of thoughtful gifts for all occasions and a highly recognized brand, today announced several new promotions within its senior management ranks.

Chris McCann has been named President of 1-800-FLOWERS.COM. In his new position, Mr. McCann will continue to oversee the company's day-to-day operations, including its Interactive, Marketing, and Sales divisions. Mr. McCann, a key member of the Company's management team for the past 16 years, most recently held the position of Senior Vice President. "Chris has been a key factor in building 1-800-FLOWERS.COM into a leading multi-channel retailing company," says Kevin O'Connor, Chairman of Doubleclick and a member of 1-800-FLOWERS.COM's Board of Directors. "In particular, his broad knowledge of technology and e-commerce has helped fuel the Company's tremendous growth - from being among the very first merchants on the Internet in 1992 to achieving more than \$385 million in revenue in the Company's most recent fiscal year."

Guy Minetti has been named Vice Chairman of the Board for 1-800-FLOWERS.COM, and will continue to oversee the strategic business development for the Company. Mr. Minetti will focus on corporate development, mergers and acquisitions, divestitures and capital investment projects. Mr. Minetti has been a part of the 1-800-FLOWERS.COM Board of Directors for the past ten years, and has over 25 years experience in the commercial lending, investment banking and mergers and acquisitions areas. He has worked for such firms as Kidder, Peabody & Company, Citicorp, and managed his own companies, including Bayberry Advisors and American Sports Products Group Inc.

The Company also announced the promotion of Bill Shea to Chief Financial Officer and Senior Vice President of Finance and Administration. Mr. Shea will oversee all of 1-800-FLOWERS.COM's finance and administration functions as well as maintaining his role as Treasurer for the Company. He joined 1-800-FLOWERS.COM in 1996 as Controller and nine months later was promoted to Treasurer. In 1998 he was named Vice President. Prior to coming to the company, Mr. Shea spent 15 years with the accounting firm Ernst & Young.

The Company also announced the promotions of Tom Hartnett to Senior Vice President of Retail/Fulfillment and Vinnie McVeigh as Senior Vice President of Merchandising. Hartnett will continue to oversee operation of the Company's fulfillment centers and its retail and franchise stores, as well as overseeing the "Bloomnet" network of 1,500 independent florists that fulfills a major portion of 1-800-FLOWERS.COM's floral gift orders, and Bloomlink, the Company's "extranet" communications system that provides a real-time communications link with its shops and partner florists. Mr. Hartnett joined 1-800-FLOWERS.COM in 1991 as controller, and was named Vice President of Retail/Fulfillment in 1998. Mr. McVeigh will continue to oversee 1-800-FLOWERS.COM's Merchandising team, working in conjunction with Vice President Michael Kasporwicz. Mr. McVeigh joined 1-800-FLOWERS.COM in 1991 as BloomNet Manager, and was promoted to Vice President of Customer Service in 1998 before moving over to Merchandising earlier this year.

Jim McCann, Chairman and CEO said, "I am delighted to be able to promote people of such high caliber to these very important positions. Over the years, their skills and experience - not to mention hard work and dedication - have helped 1-800-FLOWERS.COM evolve into a dominant multi-channel retail company providing thoughtful gifts for all occasions. We remain committed to developing the best and most talented management team as we continue to expand and aggressively grow our business."

"Execution is something that 1-800-FLOWERS.COM continues to excel at," said David Beirne, General Partner of Benchmark Capital and a member of the 1-800-FLOWERS.COM Board of Directors. "That strong execution will only continue with the leadership of the management team announced today."

About 1-800-FLOWERS.COM

With one of the most recognized brands in online retailing, 1-800-FLOWERS.COM provides a broad range of thoughtful gift products including flowers, gourmet foods, candies, gift baskets and other unique gifts to customers around the world via: the Internet (www.1800flowers.com); by calling 1-800-FLOWERS (1-800-356-9377) 24 hours a day; or by visiting one of its Company-operated or franchised stores. 1-800-FLOWERS.COM currently maintains strategic online relationships with America

Online (keywords: flowers, gardenworks), MSN, Snap.com, and Yahoo! among others. The Company was recently named the number one gift site on the Web by ClicksGuide.com, an online service that rates and reviews e-commerce sites. The Company's Class A Common Stock is listed on the NASDAQ National Market under the symbol "FLWS."