



1-800-FLOWERS.COM Signs Agreement With Yahoo!

WESTBURY, N.Y.--Nov. 22, 1999--1-800-FLOWERS.COM (Nasdaq:FLWS), a leading e-commerce provider of thoughtful gift expressions, today announced an advertising agreement with Yahoo! Inc., a leading global Internet media company, that will provide Yahoo!'s millions of users with easy access to 1-800-FLOWERS.COM's Web site.

1-800-FLOWERS.COM will run banner advertisements throughout the Yahoo! network of properties, including Yahoo!® Greetings (<http://greetings.yahoo.com>), Yahoo! Calendar (<http://calendar.yahoo.com>) and Yahoo! Classifieds (<http://classifieds.yahoo.com>). Under the agreement, the company will also have a presence in Yahoo! Shopping (<http://shopping.yahoo.com>), Yahoo!'s comprehensive one-stop shopping destination.

1-800-FLOWERS.COM will also participate in Yahoo!'s Fusion Marketing Online® (FMO) programs by utilizing Yahoo! Delivers, one of the Web's premier online permission marketing programs.

"Yahoo!'s sensible and powerful approach to e-commerce meshes with the overall goals of 1-800-FLOWERS.COM," said Chris McCann, senior vice president, 1-800-FLOWERS.COM. "It is obvious that consumers have embraced Yahoo!, and we are very pleased to have developed this relationship with them."

About 1-800-FLOWERS.COM

With one of the most recognized brands in e-commerce, 1-800-FLOWERS.COM provides fresh-cut flowers and other gifts to customers around the world via: the Internet (www.1800flowers.com), AOL (keyword: flowers; keyword: gardenworks) and other online services; by calling 1-800-FLOWERS (1-800-356-9377) 24 hours a day; or by visiting one of its company-operated or franchised stores. In 1995, 1-800-FLOWERS.COM launched a fully functional e-commerce Web site, and currently maintains strategic online relationships with America Online, Microsoft Network, Snap.com and Excite@Home, among others. The company's online product offerings include an extensive array of fresh-cut and seasonal flowers, plants, floral arrangements, gift baskets, gourmet foods, garden accessories, and casual lifestyle furnishings. The Company's Class A Common Stock is listed on the Nasdaq National Market under the symbol "FLWS."

Yahoo! and the Yahoo! logo are registered trademarks of Yahoo! Inc. All other names are trademarks and/or registered trademarks of their respective owners.