



## **1-800-FLOWERS.COM Begins One-Year Gardening Exclusive On Several AOL Properties**

WESTBURY, N.Y.--Nov. 8, 1999--1-800-FLOWERS.COM (NASDAQ:FLWS), a leading e-commerce provider of thoughtful gift expressions, today announced that it has begun its one-year period of exclusivity as marketer of gardening products under several America Online brands, including AOL, AOL.com, Digital City, Netscape Netcenter, CompuServe, and ICQ.

Consumers can find 1-800-FLOWERS.COM on AOL at Keyword: gardenworks. In addition, AOL shoppers can also visit the "Home and Garden" department of the Shop @AOL online shopping destination, and find GARDENWORKS.COM™, presented by 1-800-FLOWERS.COM, which by early 2000 will offer a complete selection of products for gardeners of all experience levels, as well as content and features that every gardener will find useful in planning and enjoying his garden. Merchandise and content development is being done in conjunction with 1-800-FLOWERS.COM's wholly owned subsidiary, Plow & Hearth, which has annual sales of approximately \$20 million in gardening and related products.

"We plan to make GARDENWORKS.COM the preeminent gardening site on the Internet, and we think our agreement with AOL will help us meet that goal," said 1-800-FLOWERS.COM CEO Jim McCann. "We are very excited about the opportunity to leverage our merchandising experience in gardening, our fulfillment systems, our web infrastructure, and our database in a direction that fits so naturally with our customers' interests and our strategic plans."

Earlier this year the Company announced that it was now marketing a variety of gifts to consumers, including flowers, plants, gift baskets, gourmet foods, garden accessories and a wide variety of other gifts. This one-year gardening exclusive continues 1-800-FLOWERS.COM's expansion into product categories beyond flowers.

In a September announcement, 1-800-FLOWERS.COM announced an expanded relationship with these AOL brands. The 4-year, \$37 million agreement makes the company the exclusive marketer of fresh-cut flowers until 2003.

The two companies have one of the longest-running e-commerce partnerships in the interactive industry. AOL and 1-800-FLOWERS.COM signed their first agreement in 1994 and continued their relationship with a 1997 extension of the original agreement.

### **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](http://www.1800flowers.com)), AOL (keyword: flowers and keyword: gardenworks) and other online services; by calling 1-800-FLOWERS (1-800-356-9377) 24 hours a day; or by visiting one of our 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, among others. The Company's online product offerings include an extensive array of fresh-cut and seasonal flowers, plants, floral arrangements and 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."

This press release contains statements of a forward-looking nature relating to future events or future financial results of 1-800-FLOWERS.COM, Inc. Investors are cautioned that actual results may differ materially. In evaluating such statements, investors should specifically consider various risks, factors and uncertainties which could cause actual events or results to differ materially from those described or anticipated in such forward-looking statements, including the matters set forth in 1-800-FLOWERS.COM 's reports and documents filed from time to time with the Securities and Exchange Commission.