



1-800-FLOWERS.COM to Release Results for its Fiscal 2007 Second Quarter on Wednesday, January 24, 2007

CARLE PLACE, N.Y., Dec 21, 2006 (BUSINESS WIRE) -- 1-800-FLOWERS.COM (NASDAQ: FLWS), a leading multi-channel retailer of thoughtful gifts for all occasions, today announced that the Company will release financial results for its fiscal 2007 second quarter (ending Sunday, December 31, 2006) on Wednesday, January 24, 2007. The press release will be issued prior to market opening and will be followed by a conference call with members of senior management at 11:00 a.m. EST.

The conference call will be available via webcast from the Investor Relations section of the Company's website at www.1800flowers.com and through the Thomson StreetEvents Network at www.earnings.com. To listen to the call via the Internet it is recommended that interested parties go to the web site prior to the start time to download and install any necessary audio software. For those unable to listen to the webcast live, an indexed recording of the call will be posted on the Investor Relations section of the Company's web site within twenty four hours of the call's completion. A replay of the call can be accessed via telephone for twenty four hours beginning at 1:00 p.m. EST on the day of the call at: 1-888-286-8010 or 1-617-801-6888 (international); enter replay pass code: 18237664.

About 1-800-FLOWERS.COM®;

For more than 30 years, 1-800-FLOWERS.COM Inc. - "Your Florist of Choicesm" - has been providing customers around the world with the freshest flowers and finest selection of plants, gift baskets, gourmet foods, confections and plush stuffed animals perfect for every occasion. 1-800-FLOWERS.COM® offers the best of both worlds: exquisite, florist-designed arrangements individually created by some of the nation's top floral artists and hand-delivered the same day, and spectacular flowers shipped overnight "Fresh From Our Growerssm." Customers can "call, click or come in" to shop 1-800-FLOWERS.COM twenty four hours a day, 7 days a week at 1-800-356-9377 or www.1800flowers.com. Sales and Service Specialists are available 24/7, and fast and reliable delivery is offered same day, any day. As always, 100 percent satisfaction and freshness are guaranteed. The 1-800-FLOWERS.COM collection of brands also includes home decor and children's gifts from Plow & Hearth®; (1-800-627-1712 or www.plowandhearth.com), Problem Solvers®; (www.problemsolvers.com), Wind & Weather®; (www.windandweather.com), Madison Place®; (www.madisonplace.com), HearthSong®; (www.hearthsong.com) and Magic Cabin®; (www.magiccabin.com); gourmet gifts including popcorn and specialty treats from The Popcorn Factory®; (1-800-541-2676 or www.thepopcornfactory.com); exceptional cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May Confections Brands®; (www.fanniemay.com and www.harrylondon.com); gourmet foods from GreatFood.com®; (www.greatfood.com); wine gifts from Ambrosia.com (www.ambrosia.com); gift baskets from 1-800-BASKETS.COM®; (www.1800baskets.com) and the BloomNet®; international floral wire service which provides quality products and diverse services to a select network of florists. 1-800-FLOWERS.COM, Inc. stock is traded on the NASDAQ market under ticker symbol FLWS.

Special Note Regarding Forward-Looking Statements:

A number of statements contained in the Company's scheduled January 24, 2007 press release and conference call, other than statements of historical fact, may be forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995. These statements involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the applicable statements. For a more detailed description of these and other risk factors, please refer to the Company's SEC filings including its Annual Reports and Forms 10K and 10Q available at the Investor Relations section of the Company's website at www.1800flowers.com. The Company expressly disclaims any intent or obligation to update any of the forward looking statements made in the scheduled conference call and any recordings thereof, or in any of its SEC filings, except as may be otherwise stated by the Company.

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