



1-800-FLOWERS.COM(R) Launches '1-800-FLOWERS en Espanol'

New Website to Offer Hispanic/Latino Consumers Enhanced Shopping Experience

CARLE PLACE, N.Y., Feb 07, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- 1-800-FLOWERS.COM, Inc., (Nasdaq: FLWS), the world's largest florist and a leading multi-channel retailer, today announced the launch of 1-800-FLOWERS en Espanol. The site is translated in Spanish to target 1-800-FLOWERS.COM's Spanish speaking customers. The new website will offer consumers an expanded premium product line as well as products that are featured on 1-800-FLOWERS.COM.

Keeping the similar design of 1-800-FLOWERS.COM's website, 1-800-FLOWERS en Espanol offers the same categories, menus, and supports all key holidays. The new website is targeted to reach 1-800-FLOWERS.COM's diverse consumer base and provide an easy experience for Spanish-speaking consumers. In addition to making these products available for online purchase, the company will also provide Spanish speaking agents to handle telephone orders.

"We are excited about the launch of 1-800-FLOWERS en Espanol, the new website is aimed to address the needs of the growing Hispanic/Latino market," states CEO Jim McCann. "1-800-FLOWERS en Espanol is the next step in creating a deeper connection with our expanding Spanish speaking customer base. Additionally, I am delighted that our Hispanic/Latino customers will have the opportunity to purchase our unique gifts just in time for Valentine's Day."

1-800-FLOWERS en Espanol will offer a wide array of signature gifts from 1-800-FLOWERS.COM's Valentine's Day collection. Consumers will be able to spread the love this holiday with exclusive gifts such as the Chocolate Lovers Spa set or with classic arrangements like Blooming Love, a striking bouquet of one dozen long-stem red roses.

For more information on 1-800-FLOWERS en Espanol site please visit www.1800flowersenespanol.com.

About 1-800-FLOWERS.COM, Inc.-

1-800-FLOWERS.COM, Inc. is the world's leading florist and a provider of specialty gifts for all occasions. For more than 30 years, 1-800-FLOWERS.COM, Inc. has been providing customers with fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections and plush stuffed animals perfect for every occasion. 1-800-FLOWERS.COM(R) (1-800-356-9377 or www.1800flowers.com), named one of the top 50 online retailers by Internet Retailer and the recipient of ICMI's 2006 Global Call Center of the Year Award, 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 from our "Fresh From Our Growers(SM)" collection. As always, 100% satisfaction and freshness are guaranteed.

The 1-800-FLOWERS.COM, Inc. collection of brands also includes Gourmet Gifts such as popcorn and specialty treats from The Popcorn Factory(R) (1-800-541-2676 or www.thepopcornfactory.com); exceptional cookies and baked gifts from Cheryl&Co.(R) (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May(R) confections brands (www.fanniemay.com and www.harrylondon.com); gourmet foods from Greatfood.com(R) (www.greatfood.com); wine gifts from Ambrosia(R) (www.ambrosia.com); gift baskets from 1-800-BASKETS.COM(R) (www.1800baskets.com) as well as Home Decor from Plow & Hearth(R) (1-800-627- 1712 or www.plowandhearth.com), Problem Solvers(R) (www.problemsolvers.com), Wind & Weather(R) (www.windandweather.com), and Children's Gifts from HearthSong (R) (www.hearthsong.com) and Magic Cabin(R) (www.magiccabin.com); and the BloomNet(R) 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 Global Select Market under ticker symbol FLWS.

SOURCE 1-800-FLOWERS.COM, Inc.

<http://www.1800flowersenespanol.com>

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