

1-800-FLOWERS.COM and Zales Promote Valentine's Online Sweepstakes

CARLE PLACE, N.Y., Feb 10, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Diamond and [Flowers](#) Online Sweepstakes offers over \$20,000 in prizes!

This Valentine's, 1-800-FLOWERS.COM, Inc. (Nasdaq: FLWS), the world's leading florist and gift shop, has teamed up with Zale Corporation (NYSE: ZLC), a leading specialty retailer of diamonds and other fine jewelry products, to offer the "Give Her Something to Talk About" Diamond and Flowers Sweepstakes, which runs through February 14, 2009.

"We are delighted to join forces with Zales this Valentine's," said Jim McCann, CEO and Founder of 1-800-FLOWERS.COM. "Diamonds and [flowers](#) are a perfect match for the season and we are thrilled to offer this special program."

The Diamonds and Flowers Sweepstakes invites consumers to visit the 1-800-FLOWERS.COM website and enter for a chance to win prizes from 1-800-FLOWERS.COM(R), Zales(R), Robin Thicke, Gibson(R) Guitar and Fannie May(R) confections. The sweepstakes gives entrants/visitors the opportunity to enter for a chance to win a Grand Prize Valentine's surprise as well as instant prizes, with a combined value over \$20,000! Grand Prize includes a \$10,000 shopping spree to ZALES, one year of beautiful fresh flowers from 1-800-FLOWERS.COM, two concert tickets to award-winning multiplatinum singer Robin Thicke, including the opportunity to meet and greet Robin Thicke, a Fannie May confections gift card and a Robin Thicke autographed Gibson CJ-165 Guitar!

"Zales core business is helping celebrate life's special moments with special gifts, and we are pleased to work with 1-800-FLOWERS.COM to deliver such a fun experience for our customers," said Steve Larkin, Executive Vice President and Chief Marketing and E-commerce Officer for Zale Corporation.

For additional information on The Diamonds and Flowers Sweepstakes, please visit www.1800flowers.com/Vday09

About 1-800-FLOWERS.COM, Inc.

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. 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, balloons and plush stuffed animals perfect for every occasion. 1-800-FLOWERS.COM (1-800-356-9377 or www.1800flowers.com), is one of the top 50 online retailers by Internet Retailer, as well as 2008 Laureate Honoree by the Computerworld Honors Program and the recipient of ICMI's 2006 Global Call Center of the Year Award. 1-800-FLOWERS.COM offers the best of both worlds: exquisite arrangements created by some of the nation's top floral artists and hand-delivered the same day, and spectacular flowers shipped overnight from its "Fresh From Our Growers(R)" collection. As always, 100% satisfaction and freshness are guaranteed. Also, visit 1-800-Flowers en Espanol (www.1800flowersenespanol.com). The Company's BloomNet(R) international floral wire service provides (www.mybloomnet.net) a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably.

The 1-800-FLOWERS.COM, Inc. "Gift Shop" also includes gourmet gifts such as popcorn and specialty treats from The Popcorn Factory(R) (1-800-541-2676 or www.thepopcornfactory.com); 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) and DesignPac(sm) (www.designpac.com); Celebrations(R) (www.celebrations.com), a new premier online destination for fabulous party ideas and planning tips; as well as Home Decor and Children's Gifts from Plow & Hearth(R) (1-800-627-1712 or www.plowandhearth.com), Wind & Weather(R) (www.windandweather.com), HearthSong(R) (www.hearthsong.com) and Magic Cabin(R) (www.magiccabin.com). Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market under ticker symbol FLWS.

About Zale Corporation

Zale Corporation is a leading specialty retailer of diamonds and other fine jewelry products, operating approximately 2,120 retail locations throughout the United States, Canada and Puerto Rico. Zale Corporation's brands include Zales Jewelers, Zales Outlet, Gordon's Jewelers, Peoples Jewellers, Mappins Jewellers and Piercing Pagoda. Zale also operates online at www.zales.com and www.gordonsjewelers.com. Additional information on Zale Corporation and its brands is available at www.zalecorp.com.

SOURCE 1-800-FLOWERS.COM, Inc.

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