

## 1-800-FLOWERS.COM(R) Extends Mobile Strategy to Android

### ***1-800-FLOWERS.COM works with Digby to further enhance mobile shopping experience***

CARLE PLACE, N.Y., Sep 23, 2009 (BUSINESS WIRE) -- 1-800-FLOWERS.COM, Inc. (NASDAQ: FLWS), the world's leading florist and gift shop, announced that the 1-800-FLOWERS.COM mobile storefront is now available as a downloadable storefront application for Google's (NASDAQ: GOOG) Android platform. This launch extends the existing 1-800-FLOWERS.COM mobile strategy built on Digby's Mobile Commerce Suite Platform - which includes the mobile commerce web storefront and Mobile Gift Store applications for the iPhone and Blackberry.

More than 1.1 million Android mobile devices were sold in Q2 2009.<sup>1</sup> Android, a mobile operating system for wireless devices which runs on a variety of smartphones, was originally developed by Google in October 2008 and includes middleware and third-party applications.

"1-800-FLOWERS.COM is dedicated to creating an exceptional customer experience," said Jim McCann, CEO and founder of 1-800-FLOWERS.COM. "Digby has enabled our customers to seamlessly view flowers and gifts from their mobile device."

Customers will easily access popular products from 1-800-FLOWERS.COM when shopping on their Android phones. Users can view rich product descriptions and full-color images, select addresses from their online account or local address books and place secure transactions with password-protected purchasing.

"1-800-FLOWERS.COM is an innovator in cross-channel retail and customer-focused technology, and we are pleased to once again have the opportunity to be a part of their vision to provide their customers the best mobile shopping experience possible," said Dave Sikora, CEO, Digby. "We are excited to expand our mobile offerings and help retailers stay abreast of today's rapidly changing consumer habits through the incorporation of the Android platform."

Digby, an Austin-based developer of mobile commerce applications, is on the cutting edge of mobile platform development and is one of the first to offer mobile commerce integration on Android. The Digby Mobile Commerce Suite is a Software-as-a-Service platform designed to allow retailers to quickly and easily extend their current e-Commerce infrastructure to the mobile channel. Retailers have access to branded and customized storefronts for the mobile web in addition to downloadable storefronts for all major smartphone platforms. The result is a transformative user experience that enables consumers to easily search for merchandise and complete transactions right from their mobile phone.

### **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<sup>(R)</sup> (1-800-356-9377 or [www.1800flowers.com](http://www.1800flowers.com)), was listed as a Top 50 Online Retailer by *Internet Retailer* in 2006, 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<sup>(R)</sup> collection. As always, 100% satisfaction and freshness are guaranteed. Also, visit 1-800-Flowers en Español ([www.1800flowersenespanol.com](http://www.1800flowersenespanol.com)). The Company's BloomNet<sup>(R)</sup> international floral wire service provides ([www.mybloomnet.net](http://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<sup>(R)</sup> (1-800-541-2676 or [www.thepopcornfactory.com](http://www.thepopcornfactory.com)); cookies and baked gifts from Cheryl&Co.<sup>(R)</sup> (1-800-443-8124 or [www.cherylandco.com](http://www.cherylandco.com)); premium chocolates and confections from Fannie May<sup>(R)</sup> confections brands ([www.fanniemay.com](http://www.fanniemay.com) and [www.harrylondon.com](http://www.harrylondon.com)); wine gifts from Ambrosia<sup>(R)</sup> ([www.ambrosia.com](http://www.ambrosia.com)) and Geerlings&Wade<sub>SM</sub> ([www.geerwade.com](http://www.geerwade.com)); gift baskets from 1-800-BASKETS.COM<sup>(R)</sup> ([www.1800baskets.com](http://www.1800baskets.com)) and DesignPac<sup>(R)</sup> gifts ([www.designpac.com](http://www.designpac.com)); Celebrations<sup>(R)</sup> ([www.celebrations.com](http://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<sup>(R)</sup> (1-800-627-1712 or [www.plowandhearth.com](http://www.plowandhearth.com)), Wind & Weather<sup>(R)</sup> ([www.windandweather.com](http://www.windandweather.com)), HearthSong<sup>(R)</sup> ([www.hearthsong.com](http://www.hearthsong.com)) and Magic Cabin<sup>(R)</sup> ([www.magiccabin.com](http://www.magiccabin.com)). Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol:

FLWS.

## About Digby

Digby is the premier mobile commerce solution provider powering the mobile channel for top retailers. The award winning Digby Mobile Commerce Suite is a fully managed, SaaS solution giving retailers the ability to engage and sell to customers on the go. The combination of on-device, rich application and mobile web storefronts creates a best of breed offering that provides retailers everything they need for a complete mobile channel strategy. Digby mobile storefronts include easy search, browse and purchase capabilities, account management, integration with on device personal information, secure wallet and location based service functionality. Led by software industry veterans, the privately held company is headquartered in Austin, Texas. For additional information, please visit [www.digby.com](http://www.digby.com).

<sup>1</sup>eMarketer Chart, "Smartphone Shipments Worldwide, by Operating System, Q2 2008 & Q2 2009 (millions of units, % share and % change)." Available online by subscription at <http://www.emarketer.com/Welcome.aspx>.

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