

1-800-FLOWERS.COM(R) Celebrates America's Most Common Birthday on October 5th

New Floral Cupcakes and Birthday-Inspired Arrangements Spread Birthday Wishes

CARLE PLACE, N.Y., Sept 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- On any given day, nearly 750,000 Americans celebrate a birthday. With an estimated 968,000 people celebrating their birthday this October 5th,(1) Americans are looking for a unique way to say "[Happy Birthday](#)" to a friend or loved one on the day known as America's Most Common Birthday. This year, [1-800-FLOWERS.COM INC.](#) (FLWS), the world's leading florist and gift shop, is offering a variety of birthday-inspired floral gifts to ensure that everyone celebrating a birthday on America's Most Common Birthday receives some extra special attention.

"Whether a birthday falls on October 5th or any other day of the year, it is the perfect time to celebrate and recognize someone for whom they are," said Jim McCann, CEO and Founder of 1-800-FLOWERS.COM. "With our birthday collection, we offer our customers a way to send loved ones the perfect gift that reminds them of just how special they truly are to them."

An average of 12,576 people are born on October 5th each year.(2) To help say "happy birthday" to the masses, 1-800-FLOWERS.COM is featuring a variety of unique, fresh floral bouquets, including festive floral cupcakes and cakes for a new twist on traditional birthday favorites. Some of the most popular selections from the 1-800-FLOWERS.COM birthday collection include:

- Cupcake in Bloom(TM) Green and Orange - Perfect for satisfying any sweet tooth, this cupcake-shaped floral arrangement comes packed with the freshest green and orange carnations, a reusable cupcake cup, a candle and best of all - no calories.
- Cupcake in Bloom(TM) - The original bouquet from the Everything Cupcake Collection, this classic cupcake shaped floral arrangement with white carnations looks almost good enough to eat.
- Slice of Life(TM) - Fresh carnations, cushion poms, and button poms make up this particular arrangement, resembling a delicious slice of birthday cake. For those looking to enjoy some edible cake along with this arrangement, it arrives on a reusable ceramic cake plate.

- Bucket of Birthday Wishes - Full of roses, carnations, Viking poms and statice, this bucket can spread birthday cheer year-round when reused for additional floral bouquets.

For additional birthday suggestions for America's Most Common Birthday, visit www.1800flowers.com or visit lifestyle expert Julie Mulligan's [blog](#) for creative gifting ideas.

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(R) (1-800-356-9377 or 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(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); wine gifts from Ambrosia(R) (www.ambrosia.com) and Geerlings&Wade(SM)

(www.geerwade.com); gift baskets from 1-800-BASKETS.COM(R) (www.1800baskets.com) and DesignPac(R) gifts (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, ticker symbol: FLWS.

1. <http://anybirthday.com/>

2. <http://anybirthday.com/>

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