

1-800-FLOWERS.COM, Inc. to Release Results for its Fiscal 2010 First Quarter on Thursday, October 22, 2009

CARLE PLACE, N.Y., Oct 16, 2009 (BUSINESS WIRE) -- 1-800-FLOWERS.COM (NASDAQ: FLWS), the world's leading florist and gift shop, today announced that the Company will release financial results for its fiscal 2010 first quarter (ended Sunday, September 27, 2009) on Thursday, October 22, 2009. 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. EDT.

The conference call will be available via webcast from the Investor Relations section of the Company's web site at www.1800flowers.com (scroll to link at bottom of home page). 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 web cast live, an indexed recording of the call will be posted on the Investor Relations section of the Company's web site within 24 hours of the call's completion. A telephonic replay of the call can be accessed beginning at 2:00 p.m. EDT on the day of the call through 11:59 p.m. EDT on Friday, October 30, 2009 at: 1-888-203-1112 or 1-719-457-0820 (international); enter replay pass code #9487350.

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^(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 Fresh From Our Growers^(R). As always, 100% satisfaction and freshness are guaranteed. Also, visit 1-800-Flowers en Español (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 Gifts(TM) (www.designpac.com) and Celebrations^(R) (www.celebrations.com), a new premier online destination for fabulous party ideas and planning tips. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

Special Note Regarding Forward-Looking Statements:

A number of statements contained in the Company's scheduled October 22, 2009 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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