

The Plow & Hearth(R) Campaign to Reforest America(R) Reaches Goal

One Million Trees and Growing

MADISON, Va., Oct 20, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [The Plow & Hearth\(R\) Campaign to Reforest America\(R\)](#), a yearlong reforestation effort launched by the company last October has reached its goal of donating one million trees to be planted in locations across the country. One year ago, associates at Plow & Hearth launched the program by planting 50 trees along the drive to its corporate headquarters in Madison, VA. During an event held last week, Plow & Hearth President, Tim Hopkins, announced to employees that the program has donated one million trees to the National Forest Foundation and the Virginia Department of Forestry in the past year.

"We are proud to reach our ambitious goal of donating one million trees in the past year," said Hopkins. "Environmental responsibility has been part of our heritage since Plow & Hearth was founded in 1980. And today we celebrate that heritage and continue it by setting a new goal to donate one million more trees in the next year."

This year's *Campaign to Reforest America* has expanded to include Plow & Hearth's sister brands Wind & Weather(R), HearthSong(R) and Magic Cabin(R). From October 15, 2009 to December 31, 2009 after every purchase, customers will receive an email asking them to select one of three state-based programs where their seedling donation will be directed.

- In Louisiana, trees will help support the Coastal Roots program, which teaches school children about coastal habitat restoration and allows them to plant and nurture trees.
- In North Carolina contributions of longleaf pine seedlings will help restore the habitat of the Red Cockaded Woodpecker, a species whose population has dwindled to only 1% of its original size.
- In Pennsylvania, support of the TreeVitalize program will allow trees to be planted along streams to aid in providing clean water and restored habitats for trout and other stream life.

In addition to these state efforts, Plow & Hearth and its sister brands will continue its *Planting Two for One(R)* program whereby the Company donates two trees for every one used in catalog production to the Virginia Department of Forestry. Through this program, the company has planted over 1.5 million trees in Virginia during the past eighteen years. And in continuing their support of the National Forest Foundation, Plow & Hearth is donating a tree to national forest restoration for each of its exclusive pewter ornaments sold from October 15, 2009 to December 31, 2009.

In addition to its environmentally conscious programs, Plow & Hearth also offers practical, [eco-friendly products](#) for [composting](#), and [pest control](#), [energy-saving insulated curtains](#) and [fatwood](#) made from pine stump waste and more.

To learn more about the reforestation programs that make the *Campaign to Reforest America(R)*, visit www.plowandhearth.com/trees.

About Plow & Hearth

Plow & Hearth began as a small retail store in Madison, Virginia in 1980 and has grown to become a respected national catalog, retail and Internet company with more than 5 million customers. For over 29 years, the company has been a trusted source of unique, enduring products for the hearth, home, yard and garden, helping customers create an environment that is comfortable and welcoming, warm and personal. As part of their product development initiative, Plow & Hearth works with artisans and manufactures around the world to develop innovative products created from uncommon materials and crafted by hand. Special consideration is given to those products made with environmentally friendly materials as well as products that will encourage customers to be more environmentally responsible, such as composting products and energy savers. Every item they sell is backed by a 100% satisfaction guarantee. The Plow & Hearth Family of Brands also includes quality toys from HearthSong(R) and Magic Cabin(R), and weather instruments from Wind & Weather(R). Plow & Hearth is a subsidiary of 1-800-FLOWERS.COM, Inc. (Nasdaq: FLWS).

About 1-800-FLOWERS.COM

1-800-FLOWERS.COM, Inc. is the world's leading florist and a provider of specialty gifts for all occasions. The 1-800-FLOWERS.COM, "Gift Shop" 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); wine gifts from Ambrosia(R) (www.ambrosia.com); gift baskets from 1-800-BASKETS.COM(R) (www.1800baskets.com) and DesignPac(R) 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). 1-800-FLOWERS.COM, Inc. stock is traded on the NASDAQ Global Select Market under ticker symbol FLWS.

About National Forest Foundation

Founded by Congress in 1991, the National Forest Foundation works to conserve, restore and enhance America's 193-million-acre National Forest System. Through community-based strategies and public-private partnerships, the NFF enhances wildlife habitat, revitalizes wildfire-damaged landscapes, restores watersheds, and improves recreational resources for the benefit of all Americans. The NFF's *Friends of the Forest*(R) program helps build awareness of the issues and values surrounding our National Forests through outreach and volunteer opportunities. To learn more, visit us at www.nationalforests.org.

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