



Media Contact:

Natalie Najjar
The Color Spot
404-509-0121
natalieann.najjar@gmail.com

Lisa Carmichael
BloomNet
516-237-7948
lcarmichael@bloomnet.net

Catherine Daniel
1-800-FLOWERS.COM
516-237-4933
cdaniel@1800flowers.com

FOR IMMEDIATE RELEASE

BloomNet Continues to Grow with Latest Collaboration
Atlanta-Based Print Company Signs Exclusivity Contract with BloomNet

Carle Place, New York. – January 4, 2011 – BloomNet®, a wire service provider and single destination for products and services for retail Florists worldwide, is pleased to announce their latest nationwide agreement with The Color Spot Inc., a privately owned and fast-growing large format digital print company headquartered in Marietta, GA.

The Color Spot will be working with BloomNet, a wholly-owned subsidiary of 1-800-FLOWERS.COM, INC. (FLWS), to provide multiple designs for florists to choose from, with the ability to fit various vehicle types for nationwide installation. As the exclusive nationwide vehicle wrap provider for BloomNet and 1-800-FLOWERS.COM, The Color Spot will be offering its automobile advertising expertise to more than 7,000 BloomNet Florists nationwide. Utilizing nationally certified installers, The Color Spot will also coordinate all installations and ensure the highest-quality product and guaranteed service.

“We are very excited to launch an entirely new line of custom vehicle wraps for our florists nationwide with the help of The Color Spot’s excellent quality and unique designs,” says Dave Goldberg, COO of BloomNet. “Our goal is to create uniformity in our franchise delivery vehicles, while providing our BloomNet florists with the ability to cost-effectively create an exceptional local marketing vehicle.”

“This new relationship with BloomNet will provide florists with quality wraps at affordable prices nationwide,” says Mike Feldberg, CEO of The Color Spot. “We are thrilled to launch this exclusive relationship with a nationally recognized company that has the same high business standards as we do, providing quality assurance with great customer service.”

BloomNet® is an international floral wire service provider offering quality products and diverse services to a select network of professional retail Florists who utilize BloomNet's resources to grow their businesses profitably (www.mybloomnet.net or 1-866-BloomNet). Professional Florists who are part of the BloomNet network can take advantage of several key benefits including higher profitability on wire orders, the highest published rebate in the industry with lower rebate qualifications, lower operating costs, lower membership costs, state-of-art technology solutions, and complete suite of value-add products & services. BloomNet has established and maintains the industry's most stringent business standards for participating Florists. BloomNet, Inc. is a wholly- owned subsidiary of 1-800-FLOWERS.COM, Inc.

The Color Spot Inc. is a privately owned and fast-growing large format digital print company headquartered in Marietta, GA. Since 2003, The Color Spot has provided turnkey graphics solutions for an array of industries locally and nationally, including retail outlets, restaurants and franchises, marketing and advertising firms, construction companies, educational organizations, government entities, museums and a variety of other businesses.

For more information on The Color Spot Inc., please call 678.385.2188 or visit www.colorsportink.com. For more information on BloomNet, please call 1.866.BloomNet (1.866.256.6663) or visit www.mybloomnet.net.

###