

**Contact:**  
Suzanne Matulay  
MWW Group for 1-800-FLOWERS.COM  
646-215-6884  
[smatulay@mww.com](mailto:smatulay@mww.com)

## **SURVEY SAYS...FLOWERS' POPULARITY CONTINUES TO GROW THIS MOTHER'S DAY**

### **A NEW SURVEY BY 1-800-FLOWERS.COM AND THE EMILY POST INSTITUTE PROVIDES INSIGHT INTO MOTHER'S DAY GIFTING AND CULTURE**

**Carle Place, NY (May 7, 2007)** – 1-800-FLOWERS.COM, Inc. (NASDAQ:FLWS), a leading multi-channel retailer, and The Emily Post Institute, America's leading authority on etiquette, announced today that flowers are still one of the most popular gift children give their mothers on Mother's Day. The survey, conducted online by NPD Group, interviewed 445 men and women across America about attitudes and behaviors associated with Mother's Day.

It's not surprising to hear that flowers on Mother's Day are Mom's preferred gift choice, especially when they are hand-delivered. Nearly half of those moms surveyed said that they prefer to communicate with their children on Mother's Day in person. When asked what types of floral arrangements they give to their moms, nearly half of the respondents said they would go with a mixed bouquet while 26 percent think moms deserve roses.

"Flowers are guaranteed to put a smile on any woman's face. We are delighted that 1-800-FLOWERS.COM has a hand in making that happen each Mother's Day," said Monica Woo, President of 1-800-FLOWERS.COM's Consumer Floral Brand.

No matter what the flower, June Cleaver would approve. After almost 44 years since *Leave it to Beaver* left the air, June Cleaver is still hot in 2007. When asked which celebrity mom best characterizes their own mother, almost one third of respondents said June Cleaver fit the bill while Claire Huxtable came in a distant second followed by Marge Simpson.

While the South favored June Cleaver, this region also compared their families to the Huxtables from the television series *The Cosby Show*. One fifth of respondents from the Northeast and the Midwest believe they are more similar to the Connors (of the series *Roseanne*) than the Brady Bunch or the Huxtables.

"According to the survey, it seems that no matter where she lives or what her style, the gift of flowers will always be a perfect gift for mom on Mother's Day. In my opinion, there's no reason to angst over finding the perfect gift - choose flowers!" said Peggy Post, author and etiquette expert from The Emily Post Institute.

As for Mom's fashion sense, Laura Bush placed first with a third of respondents saying their mothers would take fashion advice from the First Lady. While popular choices in this category included Kelly Ripa, Gweneth Paltrow, Reese Witherspoon and Halle Berry, 34 percent of those surveyed selected "other," with responses ranging from Oprah Winfrey to Reba McEntyre. Beauty counts too! Despite today's many hand-held technological gadgets, a quarter of those surveyed said the item Mom cannot live without in her purse is her lipstick.

If given the option, the mothers surveyed prefer flowers over home baked goods, cards and even jewelry! Furthermore, those who choose to give flowers also tend to spend more on Mom. More than half of those people who give flowers spend more than \$40, but those who opt for an alternative gift usually inclined to spend less. Most interestingly, nearly half (47%) of respondents planning to give Mom flowers for Mother's Day will spend as much as they did on their Valentine this year!

For more information and statistics from this study, please contact Suzanne Matulay at 646-215-6884.

### **About 1-800-FLOWERS.COM**

For more than 30 years, 1-800-FLOWERS.COM Inc. – “Your Florist of Choice®” – has been providing customers around the world with the freshest flowers and finest selection of plants, gift baskets, gourmet foods, confections and plush stuffed animals perfect for every occasion. 1-800-FLOWERS.COM® offers the best of both worlds: exquisite, florist-designed arrangements individually 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<sub>sm</sub>.” Customers can “call, click or come in” to shop 1-800-FLOWERS.COM twenty four hours a day, 7 days a week at 1-800-356-9377 or [www.1800flowers.com](http://www.1800flowers.com). Sales and Service Specialists are available 24/7, and fast and reliable delivery is offered same day, any day. As always, 100 percent satisfaction and freshness are guaranteed. The 1-800-FLOWERS.COM collection of brands also includes home décor and children's gifts from Plow & Hearth® (1-800-627-1712 or [www.plowandhearth.com](http://www.plowandhearth.com)), Problem Solvers® ([www.problemsolvers.com](http://www.problemsolvers.com)), Wind & Weather® ([www.windandweather.com](http://www.windandweather.com)), Madison Place® ([www.madisonplace.com](http://www.madisonplace.com)), HearthSong® ([www.hearthsong.com](http://www.hearthsong.com)) and Magic Cabin® ([www.magiccabin.com](http://www.magiccabin.com)); gourmet gifts including popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or [www.thepopcornfactory.com](http://www.thepopcornfactory.com)); exceptional cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or [www.cherylandco.com](http://www.cherylandco.com)); premium chocolates and confections from Fannie May Confections Brands® ([www.fanniemay.com](http://www.fanniemay.com) and [www.harrylondon.com](http://www.harrylondon.com)); gourmet foods from GreatFood.com® ([www.greatfood.com](http://www.greatfood.com)); wine gifts from Ambrosia.com ([www.ambrosia.com](http://www.ambrosia.com)); gift baskets from 1-800-BASKETS.COM® ([www.1800baskets.com](http://www.1800baskets.com)) and the BloomNet® international floral wire service, which provides quality products and diverse services to a select network of florists. 1-800-FLOWERS.COM, Inc. stock is traded on the NASDAQ market under ticker symbol FLWS.

### **About The Emily Post Institute**

The Emily Post Institute, created by Emily Post in 1946 and run today by third and fourth generation family members, serves as a "civility barometer" for American society. The work of the Institute includes more than a dozen books in print and an additional ten titles in development; business etiquette seminars for companies around the world; columns in Good Housekeeping, Parents, InStyle Weddings, WeddingChannel.com and the Boston Globe (syndicated by the New York Times); and six web sites. The five Post authors make hundreds of personal appearances each year and conduct hundreds of media interviews. For more information visit [www.emilypost.com](http://www.emilypost.com).

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