

1-800-FLOWERS.COM(R) Teams With Lynn Isenberg to Celebrate Lives

Online Floral and Gift Retailer Offers Online Resource for Grief Advice

CARLE PLACE, N.Y., Sept 13, 2010 /PRNewswire via COMTEX News Network/ -- 1-800-FLOWERS.COM, Inc., the world's largest florist and gift shop, has teamed up with life celebration expert Lynn Isenberg to offer imaginative suggestions for paying tribute to lost loved ones. Visitors of www.1800flowers.com/lynnisenberg can gain insight regarding preparing personalized tributes as well as explore tips for helping those who are grieving. The site also contains an extensive selection of thoughtful sympathy gifts that convey just the right message.

"Lynn Isenberg has a unique ability to capture the essence and spirit of what it means for people to connect emotionally," said Jim McCann, CEO and Founder of 1-800-FLOWERS.COM(R). "We are proud to collaborate with Lynn in offering an innovative online resource that can help people cope with their loss, guide them through the grieving and healing process and provide ideas for celebrating the lives of those who have passed away."

According to industry statistics and trends, sympathy has become a \$15 billion industry with 80% of funeral planning now initiated online. Baby Boomers are driving this trend as they increasingly look for alternatives to traditional funeral services, such as personalized life celebrations designed to honor a life well-lived.

Lynn Isenberg offers unique suggestions for personalized grief tributes that can be created to reflect individual lives. For example, the life of an animal lover can be celebrated during a tour of a local zoo; with celebrants exchanging stories of the deceased at each stop on the tour. For the golf enthusiast, Lynn suggests a round of golf at a private course where family, friends and associates of the deceased can share memories upon arriving at each green.

Lynn Isenberg provides recommendations regarding how to speak with someone who has experienced a loss, creative takes on celebrating those who have passed and bearing with grief and transition, among other ideas. This in-depth guide acts as a source of grief advice for those looking to celebrate the lives of lost loved ones.

For more information please visit www.1800flowers.com/lynnisenberg.

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(R) (1-800-356-9377 or www.1800flowers.com) 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. As always, 100% satisfaction is guaranteed. 1-800-FLOWERS.COM(R) earned the 2009 Gold Award in the Online Flower Delivery category from TopTenREVIEWS; the Company's Mobile Flower & Gift Center was named winner of the RIS (Retail Info Systems) 2010 Mobile App of the Year Award in the "Best Shopping" category and the Company was recognized by Computerworld magazine as a Premier 100 IT Leader for 2010. The Company's BloomNet(R) international floral wire service (www.mybloomnet.net) provides 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.cheryls.com); premium chocolates and confections from Fannie May(R) confections brands (www.fanniemay.com and www.harrylondon.com); wine gifts from the Wine Tasting Network(R) (www.winetasting.com) and Geerlings&Wade(SM) (www.geerwade.com); gift baskets from 1-800-BASKETS.COM(R) (www.1800baskets.com) as well as Celebrations(R) (www.celebrations.com), a new premier online destination for fabulous party ideas and planning tips. 1-800-FLOWERS.COM, Inc. is involved in a broad range of corporate social responsibility initiatives including continuous expansion and enhancement of its environmentally-friendly "green" programs as well as various philanthropic and charitable efforts. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

About Lynn Isenberg

A renowned author, movie producer and Life Celebration Expert, Lynn Isenberg holds a BA in Literature & Film from the University of Michigan and a Masters in Spiritual Psychology from the University of Santa Monica. Lynn is the Founder and CEO of LIGHTS OUT ENTERPRISES, planning meaningful experiences to remember as well as creating tribute videos of a narrative nature (www.LightsOutEnterprises.com) and The Tribute Network (www.TheTributeNetwork.com) a social media site celebrating the cycles of life. She is the author of four novels and two non-fiction grief guidebooks; "Grief Tributes: The Definitive Guide to Life Celebrations" and "Grief Wellness: The Definitive Guide to Dealing with Loss", the latter written in collaboration with the funeral director who buried her father and brother. Her novels include the popular trilogy series THE FUNERAL PLANNER and the digital series featuring Joss Stone and "Fame's" Cynthia Gibb. Lynn's screenwriter-producer

credits include MGM/UA's "Youngblood," Tri-Star/Columbia Picture's "I Love You to Death," "True Vinyl," and the Fine Living Network's popular series "i::Design." She is currently in the process of turning THE FUNERAL PLANNER trilogy novels into a feature film with award-winning director Donald Petrie ("Miss Congeniality," "How to Lose a Guy in Ten Days"). THE FUNERAL PLANNER was inspired by the loss of Lynn's father and brother, setting her on a personal path in shifting the experience of grieving into a creative healing process. Her work in spiritual psychology has unveiled for her an innate knowing that life and death are mirrors on a theme of transition.

SOURCE 1-800-FLOWERS.COM, Inc.

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