

1-800.FLOWERS.COM, INC.
2012 Annual Report



Delivering Smiles

Positive Trends

About 1-800-FLOWERS.COM, Inc.

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 35 years, 1-800-FLOWERS® (1-800-356-9377 or www.1800flowers.com) has been helping deliver smiles for our customers with gifts for every occasion, including fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, candles, balloons and plush stuffed animals. As always, our 100% Smile Guarantee backs every gift. 1-800-FLOWERS.COM's Mobile Flower & Gift Center was named winner of the Mobile Shopping Summit's "Best Mobile Site of 2011." 1-800-FLOWERS.COM was also rated number one vs. competitors for customer service by STELLAService and named by the E-Tailing Group as one of only nine online retailers out of 100 benchmarked to meet the criteria for Excellence in Online Customer Service. 1-800-FLOWERS.COM has been honored in Internet Retailer's "Hot 100: America's Best Retail Web Sites" for 2011. The Company's BloomNet® 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 "Gift Shop" also includes gourmet gifts such as popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or www.thepopcornfactory.com); cookies and baked gifts from Cheryl's® (1-800-443-8124 or www.cheryls.com); premium chocolates and confections from Fannie May® confections brands (www.fanniemay.com and www.harrylondon.com); gift baskets and towers from 1-800-Baskets.com® (www.1800baskets.com); incredible, carved fresh fruit arrangements from FruitBouquets.comsm (www.fruitbouquets.com); wine gifts from Winetasting.com® (www.winetasting.com); top quality steaks and chops from Stock Yards® (www.stockyards.com); as well as premium branded customizable invitations and personal stationery from FineStationery.com® (www.finestationery.com). The Company's Celebrations® brand (www.celebrations.com) is a 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.

The 1800Flowers.com® 100% Smile GuaranteeSM



Everyone at 1-800-FLOWERS.COM is passionate about delivering flowers and gifts that bring smiles. If you OR the person who received your gift calls us with any sort of issue, it's a big deal to us. All of us. And we'll jump to make it right - no matter what, no questions asked. *We're happy when you're smiling.*

"Imagine The Smiles"

Throughout fiscal 2012 we expanded our industry leading position in Social and Mobile with innovative customer engagement programs on Facebook, Twitter, Google+, Pinterest and with thousands of influential bloggers. These programs enhanced the relevance of our brand messaging by reaching customers via their preferred modes of communication - at the right time and with the right products to help them deliver smiles. Building on this concept, we kicked off fiscal 2013 by launching our "Summer of A Million Smiles" campaign - a community-based outreach program involving associates across all of our brands, as well as our BloomNet Florists, participating in volunteer efforts in their local neighborhoods and then sharing their smile stories with our customers via our growing social networks. The Summer of A Million Smiles program illustrates our holistic approach to integrating Social and Mobile communications into all facets of our customer engagement. And, we're happy to report, we have significantly exceeded our goal of delivering one million smiles and are looking forward to expanding our Imagine The Smiles initiative to deliver many millions more in the years to come.



Financial Highlights

(From Continuing Operations⁽¹⁾)

Years Ended

	JULY 1, 2012	JULY 3, 2011	JUNE 27, 2010	JUNE 28, 2009	JUNE 29, 2008
	(in millions, except percentages and per share data)				
Total Net Revenues	\$716.3	\$671.6	\$653.4	\$ 703.5	\$725.8
Gross Profit Margin	41.0%	41.2%	40.2%	39.6%	42.7%
Operating Expense Ratio	38.3%	39.2%	38.9% ⁽²⁾	37.1% ⁽²⁾	36.9%
EBITDA	\$ 42.8	\$ 33.4	\$ 25.0	(\$ 56.4)	\$ 58.5
Adjusted EBITDA, excluding stock based compensation	\$ 43.8 ⁽³⁾	\$ 37.3	\$ 32.7 ⁽³⁾	\$ 38.8 ⁽³⁾	\$ 62.1
EPS	\$ 0.20	\$ 0.08	(\$ 0.02)	(\$ 1.01)	\$ 0.36

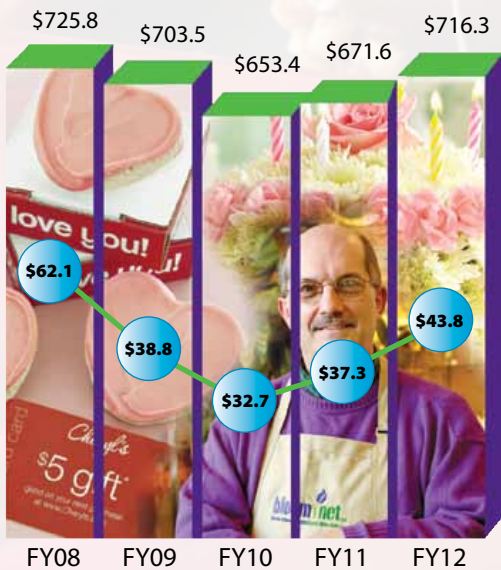
(1) On September 6, 2011, the Company, through the Winetasting Network subsidiary, completed the sale of certain assets of its wine fulfillment services business. During the fourth quarter of fiscal 2009, the Company made the strategic decision to divest its Home & Children's Gifts business segment to focus on its core Consumer Floral, BloomNet Wire Service and Gourmet Foods & Gift Baskets categories. On January 25, 2010, the Company completed the sale of this business. Consequently, the Company has classified the results of operations of its Home & Children's Gifts segment and its wine fulfillment services business as discontinued operations for all periods presented. Refer to Note 16. Discontinued Operations, of the enclosed Financial Report Insert for further discussion.

(2) The Company's fiscal 2010 and 2009 operating expenses include a number of non-recurring items which impact comparability. These items were excluded from the calculation of the operating expense ratio in the table above and throughout the enclosed Financial Highlights.

(3) Fiscal 2012, 2010 and 2009 EBITDA is adjusted for non-recurring charges which impact comparability. Refer to the Company's Annual Report on Form 10-K for a reconciliation of net income (loss) from continuing operations to EBITDA, EBITDA excluding stock-based compensation and Adjusted EBITDA excluding stock-based compensation. These items were excluded from the calculation of Adjusted EBITDA excluding stock-based compensation in the table above and throughout the enclosed Financial Highlights.

Total Revenues

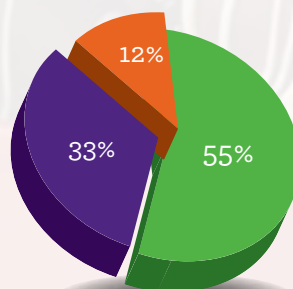
(From Continuing Operations⁽¹⁾)
(In Millions)



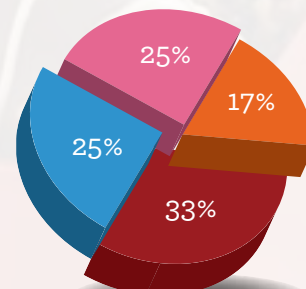
EBITDA⁽³⁾

2012 % Revenues

by Category



by Season



BloomNet[®] Wire Service

1800Flowers.com[®] Consumer Floral

Gourmet Food & Gift Baskets

Jul-Sep (Fiscal 1st Quarter)

Oct-Dec (Fiscal 2nd Quarter)

Jan-Mar (Fiscal 3rd Quarter)

Apr-Jun (Fiscal 4th Quarter)

Fiscal 2012 Achievements

- Grew revenues in all three business segments with total revenues up 6.6 percent to \$716.3 million.
- Continued positive trends for Consumer Floral segment, including 7.9 percent revenue growth and double-digit growth in both gross profit margin and contribution margin.
- Grew consolidated EBITDA (excluding stock-based compensation) by \$10.3 million, or 27.6 percent, to \$47.6* million (adjusted EBITDA, excluding stock-based compensation, was \$43.8 million).
- Grew EPS 150 percent to \$0.20* per share.
- Grew Free Cash Flow 65.9 percent, or \$9.0 million, to \$22.9* million.

(*EBITDA, EPS and Free Cash Flow for fiscal 2012 included a pre-tax gain of \$3.8 million from the sale of 17 Fannie May retail stores to a new franchisee during the year.)

Financial Report Insert

See inside rear cover pocket

To Our Shareholders

Fiscal 2012 was another very good year for our company. The strong top and bottom line results we achieved, coming on top of fiscal 2011's strong results, reflect the positive trends in all three of our business segments that we have been seeing for several years now.

These positive trends, including solid revenue growth, reflecting increases in both average order value and unit sales, as well as enhanced operating expense ratio and strong second-half improvement in gross profit margin, enabled us to again deliver double digit EBITDA and EPS growth for the year. We achieved these results by continuing to focus on managing those aspects of our business that we can control, including our focus on:

- Growing order volumes with efficient marketing spending across traditional channels as well as the increasingly important areas of Social and Mobile where we have built a leadership role through our early investments and initiatives;
- Growing average order value through product development efforts focused on truly original products that resonate with our customers;
- Growing gross margins in our Consumer Floral business through a combination of marketing messages that tell our customers to "Wow" their recipients and "Never Settle For Less," along with disciplined promotional activities and enhanced operational efficiencies, and
- Reducing our operating expense ratio by leveraging our operating platform throughout the enterprise.

Strong Financial and Customer Results

Total consolidated revenues grew 7.6 percent to \$716.3 million in fiscal 2012 on a comparable, non-GAAP basis (excluding the 53rd week in fiscal 2011, compared with 52 weeks in fiscal 2012). Gross Profit Margin, which was 41.0 percent for the year, compared with 41.2 percent in the prior year, increased 100 basis points during the second half of the fiscal year – a positive trend that we expect to build on in fiscal 2013. And operating expense ratio improved 90 basis points to 38.3 percent.

In addition to significant increases in EBITDA and EPS for fiscal 2012, we also grew Free Cash Flow 65.9 percent, or \$9.0 million, to \$22.9 million.

Along with strong financial results, during fiscal 2012 we also achieved a number of important strategic objectives:

- We executed a 62-store deal with a leading national franchise operator for our Fannie May Fine Chocolates business, significantly accelerating our efforts to expand this iconic brand nationally;
- We expanded our floral franchising initiative where we continue to hear from BloomNet florists who would like to elevate their relationship with us by becoming 1-800-flowers franchisees;
- We sold a non-strategic asset in our winery services business, providing \$12 million in cash;
- We launched our FruitBouquets.com business – a new line of beautifully hand-crafted, fresh fruit arrangements – that we believe represents a significant growth opportunity for us and for our franchisees;
- We continued to plant seeds for international growth with an equity investment in Flores Online in Brazil. Combined with our ongoing

investment in iFlorist in the UK, we are excited about the opportunities we see internationally as our customers become increasingly global;

- We continued to evolve our 1-800-Baskets business where we see customers increasingly embracing our expanded product offering for their everyday gifting needs – and – where we've launched a new baskets program for our BloomNet professional florists, enhancing their same-day gifting offering;

- We made changes in management and our sourcing and sales processes within our wholesale baskets operations, resulting in our outlook for a return to positive growth in sales and contribution margin in fiscal 2013, and

- We continued to make investments in our multi-branded portal and our industry leading Social and Mobile programs to further enhance customer engagement and customer experience.

Consumer Floral: Extending Market Leadership

During fiscal 2012, we extended our market leadership in our core Consumer Floral business. For the year, we grew revenues nearly eight percent, or \$29

million to roughly \$400 million. Gross margin and average order value in this category increased again, with gross margin up 90 basis points on top of fiscal 2011's significant gains and average order value up five percent to \$71.00 for the year. These results illustrate the effectiveness of our marketing and merchandising programs focused on engaging directly with our customers to deepen our relationships and help them deliver smiles.

In Merchandising, our focus on new product development – working directly with BloomNet professional florists in our Design Counsel – has resulted in several hit products, including:

- ▲ Our expanded line of "A-Dog-Able" floral baskets – the irresistible floral puppies that have grown into a tremendous hit with our customers,
- ▲ Our "new and improved" Happy Hour collection of handdesigned floral cocktails that are perfect for toasting any celebration,
- ▲ Our new, exclusive Vase Expressions line of uniquely customizable vases, including easy-to-use photo and graphics uploading capabilities for truly personalized gifting, and
- ▲ Our "store-within-a-store" collections featuring exclusive "artisanal" offerings of orchids, sunflowers, roses and even one-of-a-kind bonsai plants for the true gifting connoisseur.

Our Mantra: Delivering Smiles

In Marketing, we continue to focus on deepening our relationships with our customers through our messaging that emphasizes our "Delivering Smiles" mantra, as well as our floral heritage. Throughout the year we expanded our industry leading position in Social and Mobile with innovative customer engagement programs on Facebook, Twitter, Google+, Pinterest and with thousands of influential bloggers. These programs enhanced the relevance of our brand messaging by reaching customers via their preferred modes of communication, at the right time and with the right products to help them deliver smiles.



BloomNet Growing its Market Position

Also within Floral, our BloomNet wire service achieved double-digit top and bottom-line growth for fiscal 2012, representing a second consecutive year of strong results. BloomNet has become the growth and innovation leader in the wire service business by providing florists with exciting, incremental sales opportunities, such as:

- ▲ our new Fruit Bouquets line,
- ▲ our same-day gift baskets program,
- ▲ our exclusive Essentials line of vases and glassware,
- ▲ our Floriology magazine, and
- ▲ our print and unique digital directories, with enhanced search and advertising capabilities.

In addition, BloomNet offers industry-accredited educational and “community building” programs through our training center in Jacksonville, Florida and in seminars across the country. These programs are designed to help florists increase their customer traffic and enhance their profitability. As a result of these efforts, BloomNet is growing its market position as it deepens its relationships with professional florists throughout the country.

Ecommerce Leads the Way for Gourmet Food and Gift Baskets

During fiscal 2012, our Gourmet Food and Gift Baskets segment achieved increased total revenues reflecting strong ecommerce growth in our Cheryl's, 1-800-Baskets.com and The Popcorn Factory brands as well as wholesale channel growth for our Fannie May Fine Chocolates business. This growth more than offset the loss of revenues associated with the sale of 17 Fannie May retail stores during the second quarter of the year.

The strategic sale of the stores was part of a 62-store franchise deal with a leading national franchise operator that includes an additional 45 new stores to be opened over three years. This deal significantly accelerated our Fannie May franchising program and, in addition to other franchise agreements already signed or in development, will provide multiple benefits to the iconic Fannie May brand including enhanced growth opportunities across our ecommerce, retail and wholesale channels.

The positive growth in this segment was achieved despite continued headwinds associated with our wholesale baskets business during the year. Both revenues and profitability were impacted again in fiscal 2012 by reduced order volumes. Fortunately, for fiscal 2013, we will see a rebound in this business in terms of revenue and contribution growth based on increased orders received from key accounts.

Also in this category, during the first quarter of the year we completed the sale of our winery services business – a non-strategic asset – receiving \$12 million in cash and recording an after-tax gain of \$4.5 million. This enabled us to further strengthen our balance sheet and to focus on growing our direct-to-consumer wine business under the Winetasting.com and Napa Connection brands.

Multi-Channel/ Multi-Brand Retail Strategy

We have a multi-channel business model that emphasizes ecommerce while including wholesale and a local retail presence, both company-owned and increasingly through franchising, as illustrated by our Fannie May franchise store deal.

During fiscal 2012, we continued the evolution of our ecommerce platform and expanded our cross-brand marketing and merchandising capabilities via the launch of our multi-brand website, adding tabs for Fannie May, Cheryl's and The Popcorn Factory brands. This effort builds on the success of our 1-800-Baskets.com brand by further leveraging the significant web traffic and multi-million customer base of our core 1-800-FLOWERS.COM brand. Results from this initiative, while still early, have been very encouraging in terms of increased cross-brand awareness and positive trends in customer traffic and conversion rates for our Gourmet Food gift brands.

On the Social front, we were very pleased to be cited in media reports throughout the year as a leader in the use of social channels to enhance engagement and deepen our customer relationships. We believe our initiatives with Facebook, Google+, Twitter, Pinterest and other leaders in the Social space, illustrate the strength of the 1-800-FLOWERS.COM brand – and our family of great Gourmet Food gift brands – as well as our relevance as a leading gift destination for the many millions of users of these services.

On the Mobile front, during fiscal 2012, we continued to build on the leadership position the 1-800-FLOWERS.COM brand has in Mobile Commerce, adding new features and functionality to our award winning mobile commerce site. We are using our experience in this area to expand our mobile footprint, rolling out enhanced mobile sites for our Gourmet Food and Gift Basket brands in fiscal 2013.

Solid Balance Sheet and Growing Cash

Continuing our focus on further strengthening our balance sheet, we finished fiscal 2012 virtually net-debt free with a year-end cash and investments position of \$28.9 million, up from \$21.4 million at the end of fiscal 2011, no borrowings under our revolving credit line and long-term debt of approximately \$29.3 million. During fiscal 2013, we expect to further reduce our term debt by an additional \$16 million through regularly scheduled quarterly payments while growing our cash position.

Regarding Guidance

For fiscal 2013, we anticipate achieving revenue growth across all three of our business segments resulting in consolidated revenue growth for the year in the mid-single-digit range. In addition, we expect to achieve continued improvements in gross profit margin and operating leverage during the year. As a result, we anticipate growing EBITDA and EPS on a comparative basis (adjusted for the gain from the sale of 17 Fannie May stores) at a double-digit pace in fiscal 2013. In terms of Free Cash Flow, we expect to again exceed \$20 million for the year.

Looking Ahead: Building on Positive Trends

As we enter fiscal 2013, we feel good about:

- ▲ the positive trends we are seeing across all three of our business segments in terms of revenue growth, enhanced gross margins and increasing contributions;
- ▲ our financial strength, including our balance sheet with essentially zero net debt and an outlook for growing cash flows, which positions us well to invest strategically for future growth;
- ▲ and the deepening relationships we have with our customers based on our unique ability to help them deliver smiles.

We believe the positive trends and the initiatives we've described to you across all of our brands and businesses will enable us to build value for all of our stakeholders in fiscal 2013 and beyond. We thank you for your continued support.



Jim McCann
Chairman and CEO



Chris McCann
President

2013 January



SUNDAY

MONDAY

TUESDAY

Continuing its focus on providing customers with truly original new products, 1-800-FLOWERS.COM® has introduced Fannie May® Berries, incredibly huge, fresh strawberries dipped in REAL Fannie May fine chocolate. Building on the iconic stature of a brand consumers have enjoyed since 1920, these indulgent treats offer several flavor combinations, including such Fannie May favorites as Trinidad® White Chocolate and Pixies® Milk Chocolate Caramel and Nuts as well as soon to be favorites: Sea Salt Milk Chocolate Caramel, Pink & White Champagne and Toasted Coconut. During fiscal 2013, Fannie May Berries will be featured across all 1-800-FLOWERS.COM brand websites and marketing materials to maximize customer awareness of these great new gift treats.



1 New Year's Day



6

7

8

13

14

15

20

21 Martin Luther King Jr.'s Birthday
(observed)

22

27

28

29



WEDNESDAY THURSDAY FRIDAY SATURDAY

2	3	4	5
9	10	11	12
16	17	18	19
23	24	25	26
30	31		

2013 February



SUNDAY

MONDAY

TUESDAY

In fiscal 2012, BloomNet® enhanced its position as the floral industry's leading wire service innovator. Thousands of local, professional florists around the country look to BloomNet for diverse services, trend-forward products and cutting edge technology. During the past year, BloomNet continued to deepen its relationships with professional florists, broadening incremental sales opportunities for florists by offering such new innovations as Fruit Bouquets along with a same-day gift baskets program and an expanded line of exclusive "Essentials" vases and glassware. Adding to the business advantages for florists is the stringent BloomNet Quality Care Program that strives to assure total customer satisfaction on all floral wire orders – helping to drive repeat sales.



3	4	5
10	11	12
17	18 <i>Presidents' Day</i>	19
24	25	26



WEDNESDAY THURSDAY FRIDAY SATURDAY

		1	2 <i>Groundhog Day</i>
6	7	8	9
13	14 <i>Valentine's Day</i> 	15	16
20	21	22	23
27	28		

2013 March



SUNDAY

MONDAY

TUESDAY

1-800-FLOWERS.COM® is committed to providing a superior gift buying experience for every customer. This commitment is embodied by the Company's 100%, no-questions-asked "Smile Guarantee" backed by a caring team of associates obsessed with service. Only the freshest and most beautiful flowers as well as the finest gourmet foods are selected and same-day delivery is always available. Customers can also depend day and night on a uniquely flexible and responsive service platform that includes hundreds of home agents ready to assist with any customer need, 24x7x365. All of the above is underscored by the fact that in fiscal 2012, for the third year in a row, 1-800-FLOWERS.COM was rated number one versus competitors for customer satisfaction by STELLAService.



3	4	5
10	11	12
17 St. Patrick's Day	18	19
24	25 Passover Begins at Sunset	26
Easter 31		





WEDNESDAY THURSDAY FRIDAY SATURDAY

		1	2
6	7	8	9
13	14	15	16
20 <i>First Day of Spring</i>	21	22	23
27	28	29	30

2013

April



SUNDAY

MONDAY

TUESDAY

During fiscal 2012, the BloomNet® wire service remained dedicated to reinvigorating the sense of community that was once a hallmark of the floral industry. An important component in this effort is BloomNet's Floriology® magazine. Each monthly issue of the magazine is devoted to providing techniques, tips and suggestions designed to help florists grow their businesses. Many articles are submitted by florists themselves, sharing their successful product designs and business insights. Also providing valuable insights to florists is the industry-accredited BloomNet Floriology Institute, which offers a diverse range of educational courses that can help florists expand design skills and enhance business practices. Classes are taught at BloomNet's Jacksonville, Florida Floriology Institute as well as in seminars held across the nation where florists get together, share ideas and inspire each other.




	1 April Fools Day	2
7	8	9
14	15	16
21	22 Administrative Professionals' Week Begins	23
28	29	30





WEDNESDAY THURSDAY FRIDAY SATURDAY

3	4	5	6
10	11	12	13
17	18	19	20
24 Administrative Professionals' Day 	25	26	27

2013

May



SUNDAY

MONDAY

TUESDAY

1-800-FLOWERS.COM® extended market leadership in its core Consumer Floral business during fiscal 2012 by continuing to embrace its “floristness.” The Company works directly with professional BloomNet florists in its Design Council – and with customer panels – to develop truly original products that resonate with gift givers and “wow” their recipients. Among these innovative products is the exclusive new Vase Expressions line that customers can customize with personal photos and graphics. Also introduced in fiscal 2012 was an expanded assortment of a-DOG-able™ arrangements featuring irresistible floral puppies, as well as new additions to the “Happy Hour Collection”™ of floral cocktails, and exclusive store-within-a-store collections showcasing roses, orchids, sunflowers and bonsai plants.

SUNDAY	MONDAY	TUESDAY
5 <i>Cinco de Mayo</i>	6	7
12 <i>Mother's Day</i> 	13	14
19	20	21
26	27 <i>Memorial Day (observed)</i>	28





WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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1	2	3 <i>National Bring Your Mom to Work Day</i>	4
8	9	10	11
15	16	17	18
22	23	24	25
29	30	31	

2013

June



SUNDAY

MONDAY

TUESDAY

1-800-FLOWERS.COM® increased its social media initiatives in fiscal 2012 and carried the momentum into fiscal 2013 by launching the "Summer of A Million Smiles" campaign, engaging with local communities through volunteer efforts and sharing inspirational stories via various social networks. The Company also continued its strong partnership with Facebook and has leveraged that relationship to be part of several major Facebook product launches including the logout ad unit, the new FBX ad exchange and news-feed mobile ads. 1-800-FLOWERS.COM was also recognized for its innovative performance-based advertising on Facebook and was selected to be one of the few launch partners for Facebook's maiden foray into e-commerce as part of the Facebook Gifts platform. 1-800-FLOWERS.COM also amplified its engagement across other social networks including Twitter, Google+ and Pinterest. The Company continues to win critical acclaim from national publications for its advancements in the social space.

SUNDAY	MONDAY	TUESDAY
2	3	4
9	10	11
16 <i>Father's Day</i>	17	18
23	24	25
	30	





facebook

Search for people, places and things

Summer of a Million Smiles

Help us deliver one million smiles this Summer



Let us arrange a smile for you.®

1-800-Flowers.com

487,248 likes · 11,167 talking about this



Like

Message

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

			1
5	6	7	8
12	13	14 <i>Flag Day</i>	15
19	20	21 <i>First Day of Summer</i>	22
26	27	28	29

2013

July



SUNDAY

MONDAY

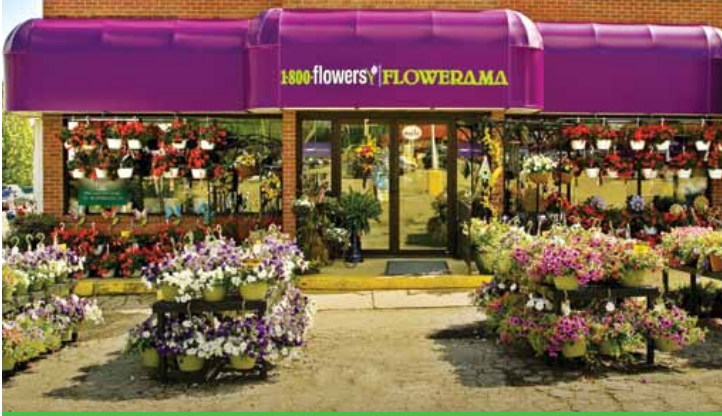
TUESDAY

In fiscal 2012, 1-800-FLOWERS.COM® expanded its floral franchising reach. Adding to the Company's growing number of franchisees are many BloomNet® florists who are seeking to strengthen their sales opportunities by leveraging merchandising and advertising capabilities. Franchisees also benefit from strong national brand awareness. Complementing the growth of floral franchising, 1-800-FLOWERS.COM accelerated the expansion of its Fannie May® Fine Chocolates business during fiscal 2012 by completing a 62-store transaction with a leading national franchise operator. As a multi-channel gift destination, 1-800-FLOWERS.COM recognizes that franchised stores are a key element in building brand visibility across several channels, providing a great way to connect with the local community while increasing traffic to the Company's ecommerce sites.




	1	2
7	8	9
14 Bastille Day	15	16
21 Parent's Day	22	23
28	29	30





WEDNESDAY THURSDAY FRIDAY SATURDAY

3	4 <i>Independence Day</i> 	5	6
10	11	12	13
17	18	19	20
24	25	26	27
31			

2013 August



SUNDAY

MONDAY

TUESDAY

During fiscal 2012, 1-800-FLOWERS.COM® enhanced its leadership position in the rapidly growing mobile channel. The Company rolled out a new tablet-optimized site for the Android platform and also remained on the forefront of next generation mobile payment technologies. The Company's mobile innovations led to its selection as the exclusive gifting launch partner for both Google Wallet and Expedite. 1-800-FLOWERS.COM is increasing its momentum in mobile marketing with innovative programs such as achievement rewards for mobile games and "geo-fencing" to help drive foot traffic to franchise stores. The Company continues to grow its mobile footprint across all its brands. For example, three new sites have been introduced to support mobile commerce for Cheryl's® baked goods, The Popcorn Factory® and Fannie May® Fine Chocolates.



SUNDAY	MONDAY	TUESDAY
4	5 National Friendship Week Begins 	6
11	12	13
18	19	20
25	26	27



WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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2013 September



SUNDAY

MONDAY

TUESDAY

In fiscal 2012, 1-800-FLOWERS.COM® launched its multi-branded gifting portal strategy, building upon the successful launch of its 1-800-Baskets.com® business as a dual-branded website. The strategy leverages the high web traffic and multi-million customer base of the core 1800Flowers.com® brand. The result is a comprehensive new gifting portal that significantly increases cross-brand awareness and offers customers a broad range of gift choices for all their celebratory occasions – all from one convenient destination. Featured on the new multi-branded website are tabs that take customers directly to the 1-800-Baskets.com site as well as to Fruit Bouquets and iconic food gift brands including Cheryl's® baked goods, Fannie May® Fine Chocolates and The Popcorn Factory®.

1

2 Labor Day

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8 Grandparents Day



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17

22 First Day of Fall

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24

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[1800flowers.com](#) | [baskets.com](#) | [fruit bouquets](#) | [Cheryl's](#) | [Fannie May](#) | [THE POPCORN FACTORY](#) | [CART](#) 0 Items | \$8.00 | [checkout](#)

keyword or item# [search](#)

[Birthday](#) | [Occasions](#) | [Flowers](#) | [Plants](#) | [Gift Baskets & Food](#) | [Specialty Gifts](#) | [Same Day Delivery](#) | [Signature Collections](#) | [Sympathy](#) | [Sale](#)

* Need it delivered today? Order by 2pm in your recipient's time zone. [Shop now](#)

[Home](#) > Happy Hour Flowers

[Like](#) 3 | [+1](#) 5 | [Tweet](#) 6

HAPPY HOUR COLLECTION

Make any hour Happy Hour with our new and exclusive fresh floral cocktails. These hand-designed, truly original arrangements are just the gift to break the ice or toast any celebration.



Sangria Bouquet™

Ingredients:

WEDNESDAY
THURSDAY
FRIDAY
SATURDAY

<p>4 <i>Rosh Hashanah Begins at Sunset</i></p>	<p>5</p>	<p>6</p>	<p>7</p>
<p>11 <i>Patriot Day</i></p>	<p>12</p>	<p>13 <i>Yom Kippur Begins at Sunset</i></p>	<p>14</p>
<p>18</p>	<p>19</p>	<p>20</p>	<p>21</p>
<p>25</p>	<p>26</p>	<p>27</p>	<p>28</p>

2013 October



SUNDAY

MONDAY

TUESDAY

As part of its good-better-best merchandising strategy, 1-800-FLOWERS.COM® continued to focus in fiscal 2012 on creating various price points that make it easy for customers to choose the perfect gift for all the important people in their lives. Building on the tremendous success of its Cheryl's® \$5 delivered "smile cookie," the Company expanded this concept across all of its brands – enabling customers to connect more frequently with a broader range of friends and family. Besides being featured on the Cheryl's brand site, the extensive Cheryl's \$5 smile cookie offering is highlighted on the 1-800-FLOWERS.COM Facebook page where users have embraced the concept as a thoughtful and cost-effective way to send a tangible (and edible!) smile to friends.



		1
6	7	8 <i>National Children's Day</i>
13	14 <i>Columbus Day (Observed)</i>	15
20	21	22
27	28	29



celebrations Make this Halloween count.

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OCCASIONS | FALL | BIRTHDAYS | KIDS | RECIPES | CRAFTS

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Sign up for our newsletter and receive recipes, party ideas and expert entertaining tips by email.

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Make this Halloween count.

WEDNESDAY THURSDAY FRIDAY SATURDAY

2	3	4	5
9	10	11	12
16 <i>National Bosses Day</i>	17	18	19 <i>Sweetest Day</i>
23	24	25	26
30	31 <i>Halloween</i> 		

2013 November



SUNDAY

MONDAY

TUESDAY

The Business Gift Services division of 1-800-FLOWERS.COM® offers the widest possible spectrum of corporate gifting ideas...including fresh flowers, Fruit Bouquets and gourmet selections from 1-800-Baskets.com®, Cheryl's® baked goods, Fannie May® Fine Chocolates and Fannie May® Berries as well as personalized popcorn tins from The Popcorn Factory® featuring corporate logos. During fiscal 2012, the division further enhanced its comprehensive relationships with leading companies nationwide, becoming an integral part of their corporate communications systems and intranets. As a result, 1-800-FLOWERS.COM has become the de-facto source for business gifting for millions of corporate customers – providing gift choices for a myriad of occasions ranging from sales forces showing appreciation to clients, to employee milestones such as service anniversaries.



3	4	5 Election Day
10	11 Veterans' Day	12
17	18	19
24	25	26

Business Gift Services: Gifting is a business strategy that improves performance, whether strengthening customer loyalty, increasing sales or profit.

Business Gift Services

Our Business Gift Services offers corporate and business clients convenience, preferred pricing, customization, reporting, and more. Call 1-800-293-3584 if you need help placing an order or to speak with a gifting consultant. Or email us at corporate@1800flowers.com

The One 800 Number for FLOWERS®: 1-800-293-3584

Whether you send gifts every day, every week, or once a year, our Business Gifting professionals can design a program that is convenient and economical, exceeding expectations and Delivering Smiles.

Flowers Gourmet Foods Gift Baskets Wine

For over 35 years we have helped corporate clients

popular business gifts
Business Gifts
Wine Gifts
Food Gifts
Volume Orders
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Testimonials
Employee Discount Programs
Procurement
Strategic Alliances
Gifting Best Practices
Membership Discount Programs
Group Purchasing
business gifting programs

Business Pa
Start Shopping
log in



WEDNESDAY THURSDAY FRIDAY SATURDAY

		1	2
6	7	8	9
13	14	15	16
20	21	22	23
27 Hanukkah Begins at Sunset	28 Thanksgiving Day	29	30



2013 December



SUNDAY

MONDAY

TUESDAY

1	2	3
8	9	10
15	16	17
22	23	24
29	30	31

Setting apart the 1-800-FLOWERS.COM® gift offering in the gourmet category is its distinct ability to combine food items to satisfy a vast variety of customer tastes and desires. For instance, the Company offers exclusive gift bundles including premium aged steaks from its Stock Yards brand paired with fine wines and tempting desserts from Fannie May® as well as Cheryl's® baked goods. Customers also receive suggestions about which wines and desserts best complement their steak selections, making it easy to place orders. And customers can finish off their gourmet gift dinner with decadent Fannie May Berries featuring tremendous, fresh strawberries dipped in REAL Fannie May Fine Chocolate.





WEDNESDAY THURSDAY FRIDAY SATURDAY

4	5	6	7
11	12	13	14
18	19	20	21 <i>First Day of Winter</i>
25 <i>Christmas Day</i>	26 <i>First Day of Kwanzaa</i>	27	28

25

Christmas Day



26

First Day of Kwanzaa

Board of Directors

Corporate Officers



James F. McCann
Chairman and
Chief Executive Officer
1-800-FLOWERS.COM



Christopher G. McCann
President
1-800-FLOWERS.COM



Geralyn R. Breig
Former President
Avon North America

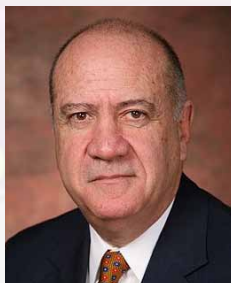
James F. McCann
Chairman and Chief Executive Officer
1-800-FLOWERS.COM

Christopher G. McCann
President and President Floral Group
1-800-FLOWERS.COM

William E. Shea
Senior Vice President,
Treasurer and Chief Financial Officer
1-800-FLOWERS.COM



James A. Cannavino
IBM Company
Senior Vice President
Retired



Eugene F. DeMark
Area Managing Partner
KPMG LLP, Retired
BankUnited Director



Leonard J. Elmore
Network Television
Sports Analyst
Attorney at Law

Gerard M. Gallagher
Senior Vice President,
General Counsel and
Corporate Secretary
1-800-FLOWERS.COM

Stephen Bozzo
Chief Information Officer
1-800-FLOWERS.COM



John J. Conefry
Vice Chairman
Astoria Financial Corporation



Lawrence V. Calcano
Chief Executive Officer
i1 Biometrics, Inc.
Chairman, Bite Tech



Larry Zarin
Senior Vice President,
Chief Marketing Officer
Express Scripts, Inc.

David Taiclet
President
Gourmet Food & Gift Baskets
1-800-FLOWERS.COM

Mark Nance
President
BloomNet
1-800-FLOWERS.COM

Special Note Regarding Forward-Looking Statements

This annual report contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements represent the Company's expectations or beliefs at the time of this writing concerning future events and can generally be identified by the use of statements that include words such as "estimate," "expects," "project," "believe," "anticipate," "intend," "plan," "foresee," "likely," "will," "target" or similar words or phrases. Forward-looking statements include, but are not limited to, statements regarding the Company's ability to build on positive trends in its business, its ability to leverage its multibrand website to enhance cross brand marketing efforts, its ability to achieve its guidance for EBITDA and EPS on a comparative basis (adjusted for the gain from the sale of 17 Fannie May stores) to grow at a double-digit pace in fiscal 2013, and its expectation for Free Cash Flow to again exceed \$20 million for the year. These forward-looking statements are subject to risks, uncertainties and other factors, many of which are outside of the Company's control, which could cause actual results to differ materially from the results expressed or implied in the forward-looking statements, including, among others: the Company's ability to manage the seasonality of its businesses; its ability to cost effectively acquire and retain customers; the outcome of contingencies, including legal proceedings in the normal course of business; its ability to compete against existing and new competitors; its ability to manage expenses associated with sales and marketing and necessary general and administrative and technology investments; and general consumer sentiment and economic conditions that may affect levels of discretionary customer purchases of the Company's products. The Company undertakes no obligation to publicly update any of the forward-looking statements, whether as a result of new information, future events or otherwise, made in this annual report or in any of its SEC filings except as may be otherwise stated by the Company. For a more detailed description of these and other risk factors, please refer to the Company's SEC filings including the Company's Annual Reports on Form 10-K and its Quarterly Reports on Form 10-Q.

Stock Exchange Listing

NASDAQ Global Select Market
Ticker Symbol: FLWS

Transfer Agent and Registrar

American Stock Transfer & Trust Company
6201 15th Avenue
Brooklyn, New York 11219
(718) 921-8200

Independent Auditors

Ernst & Young LLP
One Jericho Plaza
Suite 105
Jericho, New York 11753
(516) 336-0100

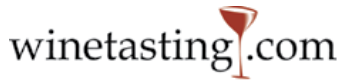
SEC Counsel

Cahill Gordon and Reindel LLP
80 Pine Street
New York, NY 10005
(212) 701-3000

Shareholder Inquiries

Copies of the Company's reports on Forms 10-K and 10-Q as filed with the Securities and Exchange Commission and additional information about 1-800-FLOWERS.COM, Inc. may be obtained by visiting the Investor Relations section at www.1800flowersinc.com, by calling 516-237-6113, or by writing to: Investor Relations
1-800-FLOWERS.COM, Inc.
One Old Country Road, Suite 500
Carle Place, NY 11514

100% SMILE GUARANTEE



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