

Celebrations.com® Joins With Pingg to Create a One-stop Source for Celebrating Life's Special Occasions and Everyday Moments

All-new Website Offers Innovative Party Ideas, Digital Invitations & Cards, Ticketing Services, Creative Recipes, and More

NEW YORK, Oct. 1, 2013 /PRNewswire/ -- [Celebrations.com](http://www.Celebrations.com), a premier online destination for creative party ideas and a subsidiary of 1-800-FLOWERS.COM, Inc., has unveiled an exciting new website offering a treasure trove of resources to help people plan special events and celebrate everyday moments. The creation of the new Celebrations® follows the Company's acquisition and integration of [Pingg.com](http://www.Pingg.com), a leading online invitation and event planning source.

Visitors to www.Celebrations.com will enjoy a fresh new look to the site along with many new features including an assortment of free and premium digital invitations, announcements and ecards to send for any occasion or "just because." More than 10,000 invitation designs, created by a community of highly talented artists, are available and users can send their invitations and announcements online, as a traditional printed card and through social networks. Hosts can also add guests, track RSVPs and send messages to guests through an event webpage provided by Celebrations. In addition, the new website includes expanded content aimed to help users enhance all phases of entertaining, including a wide range of tips, techniques, recipes and insights from many of the foremost experts in DIY, cooking and party and event planning.

"We are thrilled to unite the exceptionally creative party planning ideas of Celebrations with the state of the art digital invitation, announcement and ecard capabilities of Pingg," said 1-800-FLOWERS.COM CEO and Founder, Jim McCann. "The new Celebrations website offers a seamless integration of possibilities designed to inspire people to celebrate all of life's special occasions, big, small and just because."

About 1-800-FLOWERS.COM, Inc.

[1-800-FLOWERS.COM](http://www.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](http://www.1-800-flowers.com) has been honored in Internet Retailer's "Hot 500 Guide" for 2013. [1-800-FLOWERS.COM](http://www.1-800-flowers.com) was recognized for our mobile site with a Gold Award in the Ecommerce/Shopping category of the 2012 Horizon Interactive Awards. [1-800-FLOWERS.COM](http://www.1-800-flowers.com) was also rated number one vs. competitors for customer service by STELLAService in 2011 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* in 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](http://www.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 source for creative party ideas, must-read articles, online invitations and ecards, all created to help people celebrate holidays and the everyday. [1-800-FLOWERS.COM](http://www.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](http://www.1-800-flowers.com), Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

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