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FOR IMMEDIATE RELEASE

JUST IN TIME FOR VALENTINE'S DAY, GROUNDBREAKING

1-800-FLOWERS.COM CAMPAIGN BLOOMS ON THE REACTRIX MEDIA NETWORK

Nation's #1 Floral and Gift Provider Courts Consumer Sales with First-Ever Direct-Response Campaign on Leading Interactive Out-Of-Home Network

REDWOOD CITY, Calif., February 14, 2007 – 1-800-FLOWERS.COM (NASDAQ: FLWS), the world's leading florist and a provider of specialty gifts for all occasions, is breaking new ground by launching the first direct-response interactive campaign ever on the Reactrix Media Network.

Throughout February, the Reactrix Media Network is featuring a seasonal 30-second spot designed to allow consumers to interact with the 1-800-FLOWERS.COM Valentine's Day promotion, igniting their passions for fun and sharing. The spot features a spectacular rose-petal-covered heart that invites consumers to "wave" the petals aside to reveal a promotional message. The message includes an exclusive promotion for those engaged with, and gathered around, the Reactrix display.

"Valentine's Day is a huge holiday for us, and we are always exploring innovative and fun ways to engage consumers with our brand," said Steven Jarmon, vice president of brand communications and partnerships for 1-800-FLOWERS.COM. Our campaign on the Reactrix Media Network helps us extend our interactive marketing efforts by 'place-shifting' into retail spaces across the country."

"Working with 1-800-FLOWERS.COM afforded us a perfect opportunity to activate this advertiser's seasonal marketing campaign through our uniquely immersive technology that has proven to be so effective with other advertisers," said Archana Chattha, vice president of marketing for Reactrix. "When combined with the ability to provide over three million consumer impressions

every day via our network of 165 malls and theaters, we help our partners grow their seasonal success.”

1-800-FLOWERS.COM joins other national advertisers such as eBay, Hilton, Kraft, Sprint and Visa that have turned to Reactrix to break through seasonal advertising clutter. Reactrix displays continue to capture attention in shopping destinations across the country by engaging consumers on a uniquely relevant and personal basis.

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_{sm.}” 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. 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 decor and children’s gifts from Plow & Hearth® (1-800-627-1712 or www.plowandhearth.com), Problem Solvers® (www.problemsolvers.com), Wind & Weather® (www.windandweather.com), Madison Place® (www.madisonplace.com), HearthSong® (www.hearthsong.com) and Magic Cabin® (www.magiccabin.com); gourmet gifts including popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or www.thepopcornfactory.com); exceptional cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May Confections Brands® (www.fanniemay.com and www.harrylondon.com); gourmet foods from GreatFood.com® (www.greatfood.com); wine gifts from Ambrosia.com (www.ambrosia.com); gift baskets from 1-800-BASKETS.COM® (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 Reactrix

Reactrix Systems, Inc. (www.reactrix.com) is the developer and marketer of a unique new interactive medium that projects vivid branded messages that instantly respond to people who walk across or gesture over the display area, creating an immersive media experience that makes any surface “come alive.” The company’s innovative media network for advertising, retail and entertainment applications allows advertisers to dynamically reach and interact with millions of consumers where they shop and spend their entertainment dollars.

The Reactrix Media Network is currently available in over 165 shopping centers, movie theaters and other public spaces. Traffic in these venues, located in the top 20 U.S. markets and other areas nationwide, exceeds 142 million monthly.

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