



CELEBRATIONS® Teams up with Punchbowl.com to Offer Party Planning Service

Award-winning party planning features of Punchbowl.com launch on Celebrations.com in time for the holiday party season

CARLE PLACE, N.Y., September 20, 2010— Just in time for the upcoming holiday season, Celebrations the premier online destination for fabulous party ideas and planning tips located at celebrations.com, has joined forces with Punchbowl.com to launch the Celebrations Party Planner. With this additional Party Planner capability, Celebrations, a subsidiary of 1-800-FLOWERS.COM, Inc. (FLWS), is a one stop resource for all of your party planning needs.

The Celebrations Party Planner, powered by Punchbowl, is a free service that includes the core party planning features of Punchbowl.com. The Celebrations Party Planner complements the planning content already found on Celebrations.com, including expert advice, exclusive tips, and recipe, theme and decor ideas.

“Punchbowl provides a high-quality innovative party planning platform from start to finish,” said Jim McCann, Founder of Celebrations. “We are excited to offer our customers a convenient way to plan their parties and events on Celebrations.com.”

The innovative features of the Celebrations Party Planner makes it ideal for planning Halloween parties, Christmas parties, New Year’s parties, and even Thanksgiving dinner. The **Date Decider** helps hosts get a group consensus on the ideal party date—one of the biggest challenges during the busy holiday season. **Design Studio** offers hundreds of stylish and modern invitations and save the dates, each with companion envelopes in a variety of shapes, sizes, and stunning color palettes. **The Potluck** allows guests to easily sign up to bring items and hosts are able to effortlessly manage potluck details. In addition, hosts are able to keep track of their RSVP list with ease and share party elements with their social networks.

“We are delighted to work with Celebrations to bring our party planning platform to their customers,” said Matt Douglas, CEO, Punchbowl Software. “Punchbowl shares the Celebrations commitment to help customers connect and build lasting memories with the important people in their lives.”

To learn more and create a free account, visit the Celebrations Party Planner:
<http://celebrations.punchbowl.com>

About Celebrations

Celebrations, a subsidiary of 1-800-FLOWERS.COM, Inc., is the premier online destination for party planning, offering expert advice, and fun, simple planning tools. Whether looking for Super Bowl party recipes, creative birthday party ideas or a chic holiday cocktail party -- get expert advice from the most knowledgeable experts in the party planning industry. And, you can share your own party ideas, recipes, photos and videos. From sophisticated Christmas party games to wine and cheese pairings, Celebrations offers expert advice and fun, simple planning tools for life's most important celebrations!

No other media outlet is addressing the complete needs of consumers while they plan parties, events, and holiday celebrations. Celebrations is a unique site (celebrations.com) that provides content, planning

resources, and world-class community engagement tools to create a unique media brand. We are is focused on key seasons and holidays, as well as important everyday occasions and currently represents over 55 different occasions.

About Punchbowl Software

Punchbowl Software is the company behind the critically-acclaimed website Punchbowl.com. Punchbowl is the one-stop site that helps smart moms and savvy professionals plan a party from start to finish. The site offers a modern, effortless way to plan an unforgettable celebration with party planning features including customizable digital invitations, potluck organization, gift registries, local vendor search and much more. Founded by software and user interface experts Matt Douglas and Sean Conta, the company is located in Framingham, MA and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.punchbowl.com/corporate>

Contact:

Erin Surprenant
1-800-FLOWERS.COM, Inc.
516. 237. 4616
esurprenant@1800flowers.com