

JANUARY - APRIL 2015

FTD® RESOURCE GUIDE

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A Helpful Guide For Using Your Directory

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MAY - AUGUST 2015 • DIRECTORY DEADLINES

MEMBERSHIP CANCELLATION	February 20, 2015
DIRECTORY ADVERTISING	March 3, 2015
MARKETPLACE CODIFICATION	March 17, 2015

FTD DIRECTORY

FTD — 3113 Woodcreek Drive, Downers Grove, IL 60515

800-788-9000 • 630-719-7800

Email: DirectoryServices@FTDi.com

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FTD® CONTACT INFORMATION

For your convenience, here is a list of ways to contact specific FTD departments. In addition, detailed information regarding all FTD products, programs and services is available on our FTD Member website (FTDi.com) 24 hours a day, 7 days a week.

MAILING ADDRESS FTD • 3113 Woodcreek Drive • Downers Grove, IL 60515
MEMBER SERVICES TELEPHONE NUMBER **800-788-9000**
MEMBER WEBSITE www.FTDi.com
EMAIL ADDRESS ftdmemberservices@FTDi.com
DOWN LINE LOAD (DLL) 800-736-3355 (U.S. & Canada)

FTD DEPARTMENT	PHONE NUMBER	FAX NUMBER	EMAIL ADDRESS	MERCURY CODE
Cash-Flo Credit Cards	800-788-9000	630-719-2601	cashflo@FTDi.com	90-0639AA
Data Control	800-788-9000	630-719-2702	datacontrol@FTDi.com	90-6297AA
Directory Services	800-788-9000	630-719-4804	directoryservices@FTDi.com	90-0258AA
Domestic Retrans	800-708-6890	630-724-6023	domesticretrans@FTDi.com	91-6650AA
Education	800-788-9000	630-515-4183	education@FTDi.com	90-0555AA
Tech Education	800-788-9000	630-515-4183	techedu@FTDi.com	90-5034AA
Florists Online	800-576-6721	630-724-6178	floristsonline@FTDi.com	90-8418AA
Flowers All Hours	800-788-9000	630-719-7828	fah@FTDi.com	90-9200AA
Flower Exchange	800-788-9000	630-929-3725	ftdflowerexchange@FTDi.com	90-1702AA
Field Business Consultant Information	800-788-9000		ftdmemberservices@FTDi.com	90-0555AA
FTDi.com	800-788-9000	630-515-4183	ftdmemberservices@FTDi.com	90-0555AA
International Retrans	800-788-9000	630-719-7861	retrans@FTDi.com	90-0266AA
Marketing Communications	800-788-9000	630-515-4183	prdept@FTDi.com	90-0555AA
Marketplace	800-767-4000	630-719-4861	emarketplace@FTDi.com	90-0233AA
Member Services	800-788-9000	630-724-6647	ftdmemberservices@FTDi.com	90-0555AA
Membership	800-788-9000	630-724-6609	membership@FTDi.com	90-0217AA
Mercury Billing	800-788-9000	630-719-7807	ftdmemberservices@FTDi.com	90-0373AA
Mercury Technology Sales	800-767-3222	630-719-7828	techsales@FTDi.com	90-4664AA
Mercury Technology Support	800-788-9000		technology@FTDi.com	90-5109AA
Quality	800-788-9000		quality@FTDi.com	90-0423AA

FTD[®] CONTACT INFORMATION

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Ed Cronin.....90-2106AA
Edgar Delagarza.....90-1231AA
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Larry Herz 90-0040AA
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Daniel Kingsbury 90-2262AA
Darrell Lake 90-0065AA
Dale Love.....90-2700AA
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Al McCann..... 90-2346AA
John McCormick..... 90-1934AA
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Dave Smith90-1975AA

Tom Spain.....90-2304AA
Tim Stelter..... 90-2015AA
John Sternitzky 90-2510AA
Scott Stevens..... 90-2023AA
Frank Stornelli 90-2502AA
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Jim Weedon.....90-0052AA
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Flowers say it better. FTD says it best.®

FTD® MERCURY NETWORK

For more than 30 years, FTD has led the floral industry by bringing the best business technology to florists worldwide. The Mercury Network electronically links FTD and FTD Member Florists to help you send and receive orders. Thousands of florists across North America rely on Mercury Technology to help their businesses run more efficiently. Mercury Technology can help you streamline your business, drive sales and increase customer satisfaction.

HOW DO I GAIN ACCESS TO THE MERCURY NETWORK?

Contact your FTD Business Consultant at 800-788-9000 or Mercury Technology Sales at **800-767-3222**, by email at **technology@FTDi.com**, or on the web at **www.FTDi.com/Technology**.

MERCURY NETWORK CODIFICATION

MERCURY NETWORK PARTICIPANTS ARE CODIFIED WITH A LIGHTNING BOLT FOLLOWING THEIR CODE NUMBER IN THE FTD DIRECTORY.

Example: 50-9976AA ⚡

Codification will be assigned upon activation of a Mercury Technology Endpoint and verification of your FTD Membership.

Publishing deadlines for the FTD Directory will determine the first issue in which the codification appears. This deadline is normally 60 days before the date of issue.

Lightning bolt codification will be removed if your console is not on-line within 60 days after the contract has been received. Your shop will remain codified as long as your Mercury Network subscription is active.

“Non-Member Town” and “Also-Served-By” listings will also be codified.

Members that subscribe to other wire services that participate in the Mercury Network, are solely responsible for notifying the other wire services of any changes that could affect their ability to transmit or receive other wire service orders via the Mercury Network.

MERCURY TECHNOLOGY SUPPORT

Telephone Number 888-309-2244

NORMAL NETWORK HOURS

Monday through Saturday			
EASTERN	CENTRAL	MOUNTAIN	PACIFIC
7am to Midnight	6am to 11pm	5am to 10pm	4am to 9pm
Sunday			
EASTERN	CENTRAL	MOUNTAIN	PACIFIC
7am to 8pm	6am to 7pm	5am to 6pm	4am to 5pm

MERCURY SUPPORT HOURS

Monday through Friday			
EASTERN	CENTRAL	MOUNTAIN	PACIFIC
8am to 9pm	7am to 8pm	6am to 7pm	5am to 6pm
Saturday			
EASTERN	CENTRAL	MOUNTAIN	PACIFIC
8:30am to 7pm	7:30am to 6pm	6:30am to 5pm	5:30am to 4pm

CONSOLE NUMBERS

Contract information, administrative, billing and general questions:	90-0373AA
Flowers All Hours:	90-9200AA
Technical Services:	90-5109AA

REPORTING MERCURY ORDERS

All FTD orders received via the Mercury Network are automatically reported to the FTD Clearinghouse. Included are those orders received via the Call Forwarding Facility in Downers Grove, Illinois, International Retrans orders and FTD.com orders sent over your system. Do not place these orders on your REPORT OF ORDERS FILLED form.

FTD orders received by phone, directly from the sending florist, must be reported to FTD Headquarters. Use the REC message on your system or the REPORT OF ORDERS FILLED form.

FTD® QUALITY

For more than 100 years, FTD has been a pioneer in promoting quality throughout the floral industry. With superior business tools, exclusive education programs and innovative quality programs, we are continuously seeking new ways to improve the customer experience and retain business with FTD Florists and FTD.

FTD FLORISTS COMMIT TO THE 7-DAY SATISFACTION GUARANTEE

As professional FTD Florists, we guarantee consumer satisfaction with every floral order sent through FTD for delivery and on all FTD-branded products purchased from an FTD Member Florist. If a consumer is not satisfied with the purchased FTD product, we, as quality FTD Member Florists, will send a replacement or refund the full purchase price within 7 days of receipt of the FTD order.

Benefits

1. Improves consumer confidence in FTD Florists, leading to increased sales and repeat business for your shop. Today's competitive environment demands an unconditional, hassle-free guarantee — FTD Florists deliver it.
2. Builds the value of FTD national advertising for FTD Florists.
3. Differentiates FTD from other floral companies so consumers will request FTD.

You can view the full substitution policy in the FTD Floral Selections Guide.

FTD QUALITY STAR PROGRAM

The FTD Quality Star Program provides your shop with a benchmark to show how it compares to all florists within the FTD network. This program is a great tool that provides a uniform and consistent measurement of quality across all FTD Florists. The FTD Quality Star Rating takes actual, quantitative order data and calculates an exemplary quality level. FTD Florists who are at or above this "quality bar" will receive an FTD Quality Star. The rating is recalculated every four months and details are printed in the monthly Clearinghouse Statement. FTD Florists can choose to share their quality rating in Florist Link.

QUALITY RATING

$$\text{QUALITY RATING} = \frac{(\text{DRP Dollar Value}^1 + \text{FTD.COM Refund Dollar Value})}{(\text{Florist to Florist Total Dollar Value Filled} + \text{FTD.com Order Total Dollar Value Filled})}$$

¹Delayed Response Policy (DRP) Dollar Value will include the dollar value of orders rejected beyond two (2) hours, according to the FTD Delayed Response Policy rules. Dollar value of orders rejected after the delivery date, according to the FTD Delayed Response Policy rules.

FTD TEST ORDER MANAGEMENT PROGRAM

Quality is a critical part of customer satisfaction and repeat business. The FTD Test Order Management Program was implemented to ensure customers placing orders through FTD.com are delighted with the order received. It begins with a third-party evaluation of member florist performance in order fulfillment measured by three criteria: quality, accuracy and on-time delivery. Orders are placed with mystery shoppers who evaluate the delivery experience from day one through the 7-Day Satisfaction Guarantee timeline.

On days one, three, five and seven a digital photo is taken of the arrangement to evaluate how well it resembles the website photo and to document the quality of its vase life per FTD's Satisfaction Guarantee. A comprehensive questionnaire is completed measuring the delivery experience based on the following criteria:

- How and when the order was received
- How the order appeared upon delivery
- How the delivered product matched what was ordered
- How well the delivered product performed

The completed questionnaire along with the digital photos are electronically submitted to a third-party quality assurance organization to validate the test order process and forward the results to FTD's Quality Assurance Group. If the evaluation meets or exceeds FTD's standards, the fulfilling florist is awarded a Certificate of Compliance. If the evaluation results in nonconformity to FTD's Standards, the fulfilling florist is subject to penalties and provided an opportunity to participate in remedial review before being re-tested within 90 days. Upon completion of remedial review and successful re-testing, the fulfilling florists will be awarded a Certificate of Compliance.

FTD® DELAYED RESPONSE & DELIVERY CONFIRMATION POLICIES

For complete details of all FTD's Quality Programs, please visit FTDi.com.

FTD DELAYED RESPONSE POLICY

The FTD Delayed Response Policy is designed to protect FTD Florists from late or undelivered orders that ultimately impact their reputation with consumers. The goal of the FTD Delayed Response Policy is for filling florists to reject an order they cannot fulfill within two hours of receiving it from the sending florist. By rejecting the order within two hours of receiving it during standard business hours, the order will return back to the FTD network in a timely manner to ensure that it will get fulfilled for the customer.

FTD tracks all orders and assesses charges on behalf of the sending florist to ensure their orders are being successfully fulfilled on a timely basis. Any fees collected from this program are credited to the sending florist.

HOW DOES THE PROGRAM WORK?

FTD is asking filling florists to reject orders that they cannot fill within two standard business hours of receipt of the order. Standard business hours of operation are Monday through Friday from 9am to 5pm local florist time, Saturday from 9am to 1pm local florist time and Sunday from 9am to 1pm local florist time for shops coded as open and delivering on Sundays. The standard Mercury transmission fee and Delayed Response Fee schedule is as follows (effective February 1, 2014):

For each order sent using the Mercury Network, the standard transmission fee applies.	\$1.75
Failure to reject an order within two standard business hours of receipt or Failure to reject an order by 11 a.m. local florist time if the order is received after 5:00 p.m. of the previous day (Monday through Friday) or Failure to reject an order by 11 a.m. local florist time if the order is received after 1:00 p.m. of the previous day (Saturday and Sunday)	\$10.00 <i>Credited to Sending Florist</i>
Failure to reject as outlined above and rejecting the order more than 24 hours after time of receipt	\$20.00 <i>Credited to Sending Florist</i>
Failure to reject as outlined above and rejecting the order more than 72 hours or greater after time of receipt	Value of order <i>Credited to Sending Florist</i>
Failure to reject as outlined above and rejecting the order after 2 p.m. on weekdays (1 p.m. weekends) local cut-off time on the date of the intended delivery or orders that result in non-delivery will be cancelled and DRP charges will apply	2 x (value of order) <i>Credited to Sending Florist</i>

FTD DELIVERY CONFIRMATION POLICY

The goal of the FTD Delivery Confirmation Policy is for 100% of customers to receive a delivery confirmation the same day as delivery. In today's technological environment, many consumers expect real-time notification when an order they placed has been delivered. Once a confirmation is sent by the member florist for an FTD.com order, the customer automatically receives an email letting them know their order was delivered. The program is applicable for all orders including florist-to-florist, FTD.com and International.

All FTD orders should receive a delivery confirmation by 7pm (local time) on the same day of delivery, after the customer receives the delivery. For any order not delivery confirmed by 7pm (local time), a \$2.25 fee per order will be processed on the FTD Clearinghouse Statement.

To help achieve our goal of 100% delivery confirmation, FTD offers a variety of technology tools to make it quick and easy to submit a delivery confirmation at FTDi.com/Quality/Delivery.htm.



REWARDS BLOOM WITH FTD[®] DOLLARS & SCENTS PROGRAM

We have listened to your needs and have responded with easy ways to grow your business and receive special benefits. In partnership with our customers, we have driven the development of a simplified Dollars & Scents Program™, a cash rebate program that begins with your first order and rewards you regularly. To qualify, your shop needs to send 20 outgoing FTD orders \$29.50 (U.S. and Canada) each month and your FTD Clearinghouse Statement must be paid in full on or before the 25th of each month.

DOLLARS & SCENTS Q & A

- Q. What do I have to do to earn my rebate?
- A. Every month you need to send a minimum of 20 orders per shop location and pay your Clearinghouse Statement by the 25th – your rebate will automatically be calculated.
- Q. How much will I earn?
- A. You receive a \$3 rebate on all orders \$29.50 and over after 20 orders up to order number 199 retroactive to the first order. You will receive a \$4 rebate on all orders if you send more than 200 orders, retroactive to the first order.
- Q. How will I receive my rebate?
- A. It will be credited to your monthly Clearinghouse Statement, in the subsequent month.

RULES AND REGULATIONS

- I. Eligible orders
- Participation in the FTD Dollars & Scents program is open to all FTD Florists in good standing.
 - FTD Dollars & Scents is a Cash Rebate program, paid on all outgoing orders cleared through FTD, as listed in the combined report.
 - Rebates will be paid on outgoing reported FTD orders only.
 - Orders sent between shops with common ownership do not qualify. Statement cutoff is the end of each month. Report of Orders Filled (ROF's) received after this date are reported on the following month's statement.
- II. Rebate
- You receive a \$3 rebate on all orders \$29.50 and over after 20 orders up to order number 199 retroactive to the first order. You will receive a \$4 rebate on all orders if you send more than 200 orders, retroactive to the first order.
 - The rebate will appear as a credit on the monthly Clearinghouse Statement, in the subsequent month.
 - The rebate is only available in the United States, Canada, Puerto Rico and the U.S. Virgin Islands.
- III. Rules
- Full payment must be received by FTD on or before the 25th of the month.
 - Reports of incoming orders do not qualify as payment (i.e., florists only receive credit for orders during the month in which the orders appear on the Combined Report).
 - Rebates can only be earned on orders of \$29.50 and more.
 - A minimum of 20 qualified orders per shop location must be cleared through FTD each month to qualify for the rebate.
 - Florists must be in good standing with FTD. Those florists who are under suspension for any violation of FTD rules will not qualify for the cash rebate during the period of suspension.
- IV. Fees
- Florists with a ratio of incoming to outgoing orders of 3 to 1 or greater during any given month will be charged a 5% Clearinghouse surcharge on all incoming orders. This surcharge will remain in effect during any future month in which the ratio is greater than 3 to 1.
 - Florists who have less than 20 orders cleared per location per month will be charged a low sending fee of \$19.95 per location, per month. For this purpose, orders are counted only for the month in which they are reported.
- V. FTD reserves the right to modify or terminate the FTD Dollars & Scents program at any time.

HOW TO SEND AN FTD® ORDER

Proper knowledge of selling and sending FTD orders is an important part of your FTD Membership. Please follow the below list of standards and guidelines that, if followed, will guarantee all FTD orders are properly sold and sent.

SELLING AN FTD ORDER

- Get the recipient's full name, telephone number and address.
- Allow enough time for design and delivery. The suggested cut off time for same-day delivery is 12pm in the recipient's time zone.
- Ask for an alternative order choice and explain reasons for possible substitution of flowers or containers.
- Point out and explain delivery charges, which are included in the price of the order.
- Give the customer a copy of the itemized sales receipt, unless it is a phone or Internet order.

SENDING AN FTD ORDER

Please use the following guidelines when transmitting FTD orders to the filling florist through Mercury Network or over the telephone.

- Use only the most current issue of the FTD Directory and Toll-Free Listings (the "FTD Directory").
- Be sure to check the filling Member's listing for codification to help eliminate the chance of order refusal.
- Include delivery charges in the price of the order. Curtailment of orders (i.e. transmitting less than the full amount of the order paid or subtracting a transmission and service charge) is prohibited and constitutes a material violation of these Rules and Regulations. Curtailment is a serious offense punishable by immediate disciplinary action including but not limited to a reduction in rebates paid to the sending florist, fine, suspension or termination of your FTD Membership.

USING THE MERCURY NETWORK®

See your Mercury Operator's Handbook instructions on "How to Send an FTD Order" using your Mercury system.

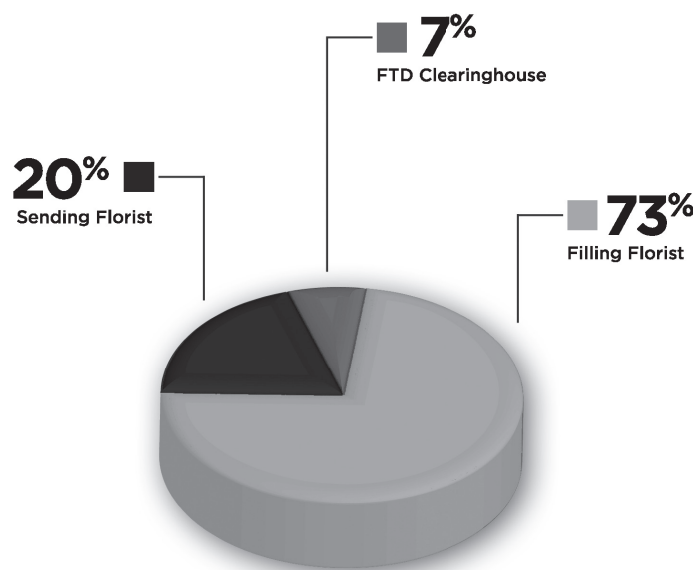
USING THE TELEPHONE

- Write out and dictate all orders communicated over the telephone for the filling florist. Spell all the proper names and unusual words.
- Have the filling florist read back and verify the entire order.

FTD ORDER PROCESSING BREAKDOWN

The Sending Florist collects 100% of the order amount and is billed the 73% for the Filling Florist and 7% for FTD on their Clearinghouse Statement. The Filling Florist will receive 73% on their Clearinghouse Statement.

FTD ORDER SPLIT



SENDING AN FTD ORDER TO CANADA

There are many factors to take into account when sending orders to Canadian FTD Members. The exchange rate and several different taxes all have an impact on the final value at which a Canadian member fills an order. All orders to Canada are subject to the monetary exchange rate. Additionally, there are different tax rates in various provinces that impact the value of the order to be filled. To eliminate confusion, please refer to the "Sending Orders to Canada" and "Fleurin Conversion" charts later in this section.



Flowers say it better. FTD says it best.®

HOW TO FILL AN FTD® ORDER

An important aspect of your FTD Membership is knowing the proper way to handle FTD orders. Below is a checklist on how to properly fill FTD orders. Please follow these instructions carefully in order to ensure satisfactory FTD service to your customers and to your fellow FTD Florists.

- FTD Members must fill all properly transmitted FTD orders, giving full value and complete customer satisfaction, the same as you do for your local customers.
- Any Member who refuses to accept and fill a properly transmitted FTD order is subject to suspension or other disciplinary action.
- All FTD orders must be filled for 100 percent of the gross amount of the order, at prices prevailing in the filling Member's shop.
- The filling member may not apply a higher markup to FTD orders than he or she does to orders for local customers.
- You should have knowledge of FTD orders, your shop's delivery facilities and the products and services available.
- Know the price and product codifications in the current issue/CD of the FTD Directory.
- Use only fresh flowers and plants.
- The utmost care should be taken to maintain the overall design integrity of the arrangement. For example, line flowers should be substituted for lines and round flowers for round, and there shall be no substitution in the type of arrangement, that is, no change in arrangement size or volume.
- In arrangements of assorted flowers, if at all possible, the colors shown in the recipe should be used, even if this means substituting other varieties of flowers of equal or greater value.
- In arrangements of all one type of flower, such as all roses, the variety (e.g., red roses) is of first importance, preceding color in this instance only.
- In arrangements of all one type of plant, such as orchids, every attempt will be made to match plant type and colors of equal or greater value.
- If the container shown online is not available, a similar container of equal or greater value will be used.

FTD SUBSTITUTION POLICY

Consumers expect to get what they paid for. Accordingly, floral substitution is proper only in emergency situations. If the words "no substitution" appear on the order, assume that the sending florist has explained the substitution policy to the customer and that you must fill the order exactly as requested. When floral or plant item substitution is necessary and acceptable, follow these FTD Policies:

- When substitution is absolutely necessary:
 - a. The filling member shall notify the sending member of the substitution and the reason therefore.
 - b. The sending member should notify the customer of such substitution.
 - c. When a customer complaint results from improper substitution, the filling member must make a satisfactory replacement or, if the customer requests a refund, pay an adjustment to the sending florist.
- Do not substitute:
 - Sympathy**
 - a. Containers for sprays.
 - b. Baskets for wreaths.
 - Everyday**
 - c. Foliage plants for blooming plants.
 - d. Cut flowers for corsages.
 - e. Plants for flowers.
 - f. Permanent arrangements for fresh arrangements.
- Edible products ordered must be fulfilled exactly as ordered; substitution of edible products is strictly prohibited.

FTD® EXCHANGE RATE POLICY

ORDERS TO AND FROM CANADA AND THE UNITED STATES

When sending or receiving FTD orders to or from the United States, Canadian FTD Members must give full value for the order, including the current exchange rate. The FTD Exchange Rate policy is beneficial to you because all your incoming U.S. FTD orders give you more value by crediting you with the current exchange rate. Further, it is beneficial to your customer because it guarantees the customer full value for the order according to current monetary rates. FTD provides Canadian Members new conversion charts with each directory. If you do not know the current rate, please review the conversion charts provided. Please be sure to follow the FTD Exchange Rate policy as outlined below.

ORDERS TO THE UNITED STATES

1. When your customer requests an order to be delivered in the U.S., add the current FTD Exchange Rate to the value of the order and collect that amount, plus any transmission charges, taxes (where applicable), and service charge (if any) from the customer.
2. Send the order to the U.S. at the original amount (do not include the exchange charge) and the order will be filled in U.S. dollars.
3. When the order is charged back to you on the Combined Report, it will be listed at the original amount and the exchange charge will be debited to you on the statement as "Exchange Outgoing Order."

ORDERS FROM THE UNITED STATES

1. When you receive an order from the U.S., the filling value is calculated by adding the FTD Exchange Rate to the value of the order and multiplying that amount by the multiplier for your province.
2. Report the order to the Clearinghouse at the original amount on the Report of Orders Filled form. Do not include the exchange charge.
3. When you are credited for the order on the FTD Combined Report, it will be listed at the original amount and the exchange will be credited to you on the statement as "Exchange Incoming Order."

ORDERS FROM INTERNATIONAL RETRANS

When you receive an order from International Retrains (90-0266AA or 90-0266US) via Mercury, the order value is already in Canadian funds. Please fill for the value on the order in Canadian funds.

SENDING ORDERS TO CANADA

The Conversion Chart below is effective *January 1, 2015 through April 30, 2015*

EXCHANGE RATE 15%
GST RATE 5%

		NET FILLING VALUE CANADIAN DOLLARS										NET FILLING VALUE CANADIAN DOLLARS							
Multiplier		93.48%	83.18%	84.24%	85.32%	84.24%	87.55%	82.13%	82.16%	Multiplier		93.48%	83.18%	84.24%	85.32%	84.24%	87.55%	82.13%	82.16%
US \$ Amount	Canadian \$ Value	PST 0% ^a	HST 9% ^b	HST 8% ^c	PST 7% ^d	PST 8% ^e	PST 5% ^f	HST 10% ^g	GST 9.975% ^h	US \$ Amount	Canadian \$ Value	PST 0% ^a	HST 9% ^b	HST 8% ^c	PST 7% ^d	PST 8% ^e	PST 5% ^f	HST 10% ^g	GST 9.975% ^h
1.00	1.15	1.08	0.96	0.97	0.98	0.97	1.01	0.94	0.94	51.00	58.65	54.83	48.79	49.41	50.04	49.41	51.35	48.17	48.19
2.00	2.30	2.15	1.91	1.94	1.96	1.94	2.01	1.89	1.89	52.00	59.80	55.90	49.74	50.38	51.02	50.38	52.35	49.11	49.13
3.00	3.45	3.23	2.87	2.91	2.94	2.91	3.02	2.83	2.83	53.00	60.95	56.98	50.70	51.34	52.00	51.34	53.36	50.06	50.08
4.00	4.60	4.30	3.83	3.88	3.92	3.88	4.03	3.78	3.78	54.00	62.10	58.05	51.65	52.31	52.98	52.31	54.37	51.00	51.02
5.00	5.75	5.38	4.78	4.84	4.91	4.84	5.03	4.72	4.72	55.00	63.25	59.13	52.61	53.28	53.96	53.28	55.38	51.95	51.97
6.00	6.90	6.45	5.74	5.81	5.89	5.81	6.04	5.67	5.67	56.00	64.40	60.20	53.57	54.25	54.95	54.25	56.38	52.89	52.91
7.00	8.05	7.53	6.70	6.78	6.87	6.78	7.05	6.61	6.61	57.00	65.55	61.28	54.52	55.22	55.93	55.22	57.39	53.84	53.86
8.00	9.20	8.60	7.65	7.75	7.85	7.75	8.05	7.56	7.56	58.00	66.70	62.35	55.48	56.19	56.91	56.19	58.40	54.78	54.80
9.00	10.35	9.68	8.61	8.72	8.83	8.72	9.06	8.50	8.50	59.00	67.85	63.43	56.44	57.16	57.89	57.16	59.40	55.73	55.75
10.00	11.50	10.75	9.57	9.69	9.81	9.69	10.07	9.44	9.45	60.00	69.00	64.50	57.39	58.13	58.87	58.13	60.41	56.67	56.69
11.00	12.65	11.83	10.52	10.66	10.79	10.66	11.08	10.39	10.39	61.00	70.15	65.58	58.35	59.09	59.85	59.09	61.42	57.61	57.64
12.00	13.80	12.90	11.48	11.63	11.77	11.63	12.08	11.33	11.34	62.00	71.30	66.65	59.31	60.06	60.83	60.06	62.42	58.56	58.58
13.00	14.95	13.98	12.44	12.59	12.76	12.59	13.09	12.28	12.28	63.00	72.45	67.73	60.26	61.03	61.81	61.03	63.43	59.50	59.52
14.00	16.10	15.05	13.39	13.56	13.74	13.56	14.10	13.22	13.23	64.00	73.60	68.80	61.22	62.00	62.80	62.00	64.44	60.45	60.47
15.00	17.25	16.13	14.35	14.53	14.72	14.53	15.10	14.17	14.17	65.00	74.75	69.88	62.18	62.97	63.78	62.97	65.44	61.39	61.41
16.00	18.40	17.20	15.31	15.50	15.70	15.50	16.11	15.11	15.12	66.00	75.90	70.95	63.13	63.94	64.76	63.94	66.45	62.34	62.36
17.00	19.55	18.28	16.26	16.47	16.68	16.47	17.12	16.06	16.06	67.00	77.05	72.03	64.09	64.91	65.74	64.91	67.46	63.28	63.30
18.00	20.70	19.35	17.22	17.44	17.66	17.44	18.12	17.00	17.01	68.00	78.20	73.10	65.05	65.88	66.72	65.88	68.46	64.23	64.25
19.00	21.85	20.43	18.17	18.41	18.64	18.41	19.13	17.95	17.95	69.00	79.35	74.18	66.00	66.84	67.70	66.84	69.47	65.17	65.19
20.00	23.00	21.50	19.13	19.38	19.62	19.38	20.14	18.89	18.90	70.00	80.50	75.25	66.96	67.81	68.68	67.81	70.48	66.11	66.14
21.00	24.15	22.58	20.09	20.34	20.60	20.34	21.14	19.83	19.84	71.00	81.65	76.33	67.92	68.78	69.66	68.78	71.48	67.06	67.08
22.00	25.30	23.65	21.04	21.31	21.59	21.31	22.15	20.78	20.79	72.00	82.80	77.40	68.87	69.75	70.64	69.75	72.49	68.00	68.03
23.00	26.45	24.73	22.00	22.28	22.57	22.28	23.16	21.72	21.73	73.00	83.95	78.48	69.83	70.72	71.63	70.72	73.50	68.95	68.97
24.00	27.60	25.80	22.96	23.25	23.55	23.25	24.16	22.67	22.68	74.00	85.10	79.55	70.79	71.69	72.61	71.69	74.51	69.89	69.92
25.00	28.75	26.88	23.91	24.22	24.53	24.22	25.17	23.61	23.62	75.00	86.25	80.63	71.74	72.66	73.59	72.66	75.51	70.84	70.86
26.00	29.90	27.95	24.87	25.19	25.51	25.19	26.18	24.56	24.57	76.00	87.40	81.70	72.70	73.63	74.57	73.63	76.52	71.78	71.81
27.00	31.05	29.03	25.83	26.16	26.49	26.16	27.18	25.50	25.51	77.00	88.55	82.78	73.66	74.59	75.55	74.59	77.53	72.73	72.75
28.00	32.20	30.10	26.78	27.13	27.47	27.13	28.19	26.45	26.46	78.00	89.70	83.85	74.61	75.56	76.53	75.56	78.53	73.67	73.70
29.00	33.35	31.18	27.74	28.09	28.45	28.09	29.20	27.39	27.40	79.00	90.85	84.93	75.57	76.53	77.51	76.53	79.54	74.62	74.64
30.00	34.50	32.25	28.70	29.06	29.44	29.06	30.20	28.33	28.35	80.00	92.00	86.00	76.53	77.50	78.49	77.50	80.55	75.56	75.59
31.00	35.65	33.33	29.65	30.03	30.42	30.03	31.21	29.28	29.29	81.00	93.15	87.08	77.48	78.47	79.48	78.47	81.55	76.50	76.53
32.00	36.80	34.40	30.61	31.00	31.40	31.00	32.22	30.22	30.23	82.00	94.30	88.15	78.44	79.44	80.46	79.44	82.56	77.45	77.48
33.00	37.95	35.48	31.57	31.97	32.38	31.97	33.23	31.17	31.18	83.00	95.45	89.23	79.40	80.41	81.44	80.41	83.57	78.39	78.42
34.00	39.10	36.55	32.52	32.94	33.36	32.94	34.23	32.11	32.12	84.00	96.60	90.30	80.35	81.38	82.42	81.38	84.57	79.34	79.37
35.00	40.25	37.63	33.48	33.91	34.34	33.91	35.24	33.06	33.07	85.00	97.75	91.38	81.31	82.34	83.40	82.34	85.58	80.28	80.31
36.00	41.40	38.70	34.44	34.88	35.32	34.88	36.25	34.00	34.01	86.00	98.90	92.45	82.27	83.31	84.38	83.31	86.59	81.23	81.26
37.00	42.55	39.78	35.39	35.84	36.30	35.84	37.25	34.95	34.96	87.00	100.05	93.53	83.22	84.28	85.36	84.28	87.59	82.17	82.20
38.00	43.70	40.85	36.35	36.81	37.28	36.81	38.26	35.89	35.90	88.00	101.20	94.60	84.18	85.25	86.34	85.25	88.60	83.12	83.15
39.00	44.85	41.93	37.31	37.78	38.27	37.78	39.27	36.84	36.85	89.00	102.35	95.68	85.13	86.22	87.33	86.22	89.61	84.06	84.09
40.00	46.00	43.00	38.26	38.75	39.25	38.75	40.27	37.78	37.79	90.00	103.50	96.75	86.09	87.19	88.31	87.19	90.61	85.00	85.04
41.00	47.15	44.08	39.22	39.72	40.23	39.72	41.28	38.72	38.74	91.00	104.65	97.83	87.05	88.16	89.29	88.16	91.62	85.95	85.98
42.00	48.30	45.15	40.18	40.69	41.21	40.69	42.29	39.67	39.68	92.00	105.80	98.90	88.00	89.13	90.27	89.13	92.63	86.89	86.93
43.00	49.45	46.23	41.13	41.66	42.19	41.66	43.29	40.61	40.63	93.00	106.95	99.98	88.96	90.09	91.25	90.09	93.63	87.84	87.87
44.00	50.60	47.30	42.09	42.63	43.17	42.63	44.30	41.56	41.57	94.00	108.10	101.05	89.92	91.06	92.23	91.06	94.64	88.78	88.81
45.00	51.75	48.38	43.05	43.59	44.15	43.59	45.31	42.50	42.52	95.00	109.25	102.13	90.87	92.03	93.21	92.03	95.65	89.73	89.76
46.00	52.90	49.45	44.00	44.56	45.13	44.56	46.31	43.45	43.46	96.00	110.40	103.20	91.83	93.00	94.19	93.00	96.66	90.67	90.70
47.00	54.05	50.53	44.96	45.53	46.12	45.53	47.32	44.39	44.41	97.00	111.55	104.28	92.79	93.97	95.17	93.97	97.66	91.62	91.65
48.00	55.20	51.60	45.92	46.50	47.10	46.50	48.33	45.34	45.35	98.00	112.70	105.35	93.74	94.94	96.16	94.94	98.67	92.56	92.59
49.00	56.35	52.68	46.87	47.47	48.08	47.47	49.33	46.28	46.30	99.00	113.85	106.43	94.70	95.91	97.14	95.91	99.68	93.51	93.54
50.00	57.50	53.75	47.83	48.44	49.06	48.44	50.34	47.22	47.24	100.00	115.00	107.50	95.66	96.88	98.12	96.88	100.68	94.45	94.48

^a Alberta, Northwest Territories, Yukon

^b Prince Edward Island

^c Ontario, New Brunswick, Newfoundland/Labrador

^d British Columbia

^e Manitoba

^f Saskatchewan

^g Nova Scotia

^h Quebec



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FLEURIN CONVERSION CHART

TABLAS DE CONVERSION — EFFECTIVE JANUARY 1, 2015

UNITED STATES CHART						CANADIAN CHART					
FLEURINS	DOLLARS	FLEURINS	DOLLARS	FLEURINS	DOLLARS	FLEURINS	DOLLARS	FLEURINS	DOLLARS	FLEURINS	DOLLARS
1	1.25	35	43.75	69	86.25	1	1.45	35	50.75	69	100.05
2	2.50	36	45.00	70	87.50	2	2.90	36	52.20	70	101.50
3	3.75	37	46.25	71	88.75	3	4.35	37	53.65	71	102.95
4	5.00	38	47.50	72	90.00	4	5.80	38	55.10	72	104.40
5	6.25	39	48.75	73	91.25	5	7.25	39	56.55	73	105.85
6	7.50	40	50.00	74	92.50	6	8.70	40	58.00	74	107.30
7	8.75	41	51.25	75	93.75	7	10.15	41	59.45	75	108.75
8	10.00	42	52.50	76	95.00	8	11.60	42	60.90	76	110.20
9	11.25	43	53.75	77	96.25	9	13.05	43	62.35	77	111.65
10	12.50	44	55.00	78	97.50	10	14.50	44	63.80	78	113.10
11	13.75	45	56.25	79	98.75	11	15.95	45	65.25	79	114.55
12	15.00	46	57.50	80	100.00	12	17.40	46	66.70	80	116.00
13	16.25	47	58.75	81	101.25	13	18.85	47	68.15	81	117.45
14	17.50	48	60.00	82	102.50	14	20.30	48	69.60	82	118.90
15	18.75	49	61.25	83	103.75	15	21.75	49	71.05	83	120.35
16	20.00	50	62.50	84	105.00	16	23.20	50	72.50	84	121.80
17	21.25	51	63.75	85	106.25	17	24.65	51	73.95	85	123.25
18	22.50	52	65.00	86	107.50	18	26.10	52	75.40	86	124.70
19	23.75	53	66.25	87	108.75	19	27.55	53	76.85	87	126.15
20	25.00	54	67.50	88	110.00	20	29.00	54	78.30	88	127.60
21	26.25	55	68.75	89	111.25	21	30.45	55	79.75	89	129.05
22	27.50	56	70.00	90	112.50	22	31.90	56	81.20	90	130.50
23	28.75	57	71.25	91	113.75	23	33.35	57	82.65	91	131.95
24	30.00	58	72.50	92	115.00	24	34.80	58	84.10	92	133.40
25	31.25	59	73.75	93	116.25	25	36.25	59	85.55	93	134.85
26	32.50	60	75.00	94	117.50	26	37.70	60	87.00	94	136.30
27	33.75	61	76.25	95	118.75	27	39.15	61	88.45	95	137.75
28	35.00	62	77.50	96	120.00	28	40.60	62	89.90	96	139.20
29	36.25	63	78.75	97	121.25	29	42.05	63	91.35	97	140.65
30	37.50	64	80.00	98	122.50	30	43.50	64	92.80	98	142.10
31	38.75	65	81.25	99	123.75	31	44.95	65	94.25	99	143.55
32	40.00	66	82.50	100	125.00	32	46.40	66	95.70	100	145.00
33	41.25	67	83.75	101	126.25	33	47.85	67	97.15	101	146.45
34	42.50	68	85.00	102	127.50	34	49.30	68	98.60	102	147.90

USE THESE CHARTS FOR SENDING, FILLING AND REPORTING INTERFLORA ORDERS.



INTERNATIONAL RETRANS® BY FTD®

SERVICE AREAS

<u>Country Name</u>	<u>Mercury Number /Country Code</u>	<u>Country Name</u>	<u>Mercury Number /Country Code</u>	<u>Country Name</u>	<u>Mercury Number /Country Code</u>	<u>Country Name</u>	<u>Mercury Number /Country Code</u>
Algeria	90-0266DZ	El Salvador	90-0266SV	Latvia	90-0266LV	Russia	90-0266RU
Angola	90-0266AO	Eritrea	90-0266ER	Lebanon	90-0266LB	Saint Lucia	90-0266LC
Antigua	90-0266AG	Estonia	90-0266EE	Liechtenstein	90-0266LI	Saint Vincent	90-0266VC
Antilles	90-0266AN	Ethiopia	90-0266ET	Lithuania	90-0266LT	Saudi Arabia	90-0266SA
Argentina	90-0266AR	Faroes	90-0266FO	Luxembourg	90-0266LU	Serbia	90-0266RS
Armenia	90-0266AM	Fiji	90-0266FJ	Macau	90-0266MO	Seychelles	90-0266SC
Aruba	90-0266AW	Finland	90-0266FI	Madagascar	90-0266MG	Singapore	90-0266SG
Australia	90-0266AU	France	90-0266FR	Malawi	90-0266MW	Slovakia	90-0266SK
Austria	90-0266AT	French Guyana	90-0266GF	Maderia Is	90-0266MI	Slovenia	90-0266SI
Azerbaijan	90-0266AZ	French Polynesia	90-0266PF	Malaysia	90-0266MY	South Africa	90-0266XA
Bahamas	90-0266BS	Gabon	90-0266GA	Malta	90-0266MT	Spain	90-0266ES
Bahrain	90-0266BH	Georgia	90-0266GE	Martinique	90-0266MQ	Sri Lanka	90-0266LK
Barbados	90-0266BB	Germany	90-0266DE	Mauritius	90-0266MU	St. Lucia	90-0266LC
Belarus	90-0266BY	Gibraltar	90-0266GI	Mexico	90-0266MX	St. Pierre & Miquelon	90-0266PM
Belgium	90-0266BE	Great Britain	90-0266GB	Moldova	90-0266MD	Suriname	90-0266SR
Belize	90-0266BZ	Greece	90-0266GR	Monaco	90-0266MC	Swaziland	90-0266SZ
Benin	90-0266BJ	Greenland	90-0266GL	Morocco	90-0266MA	Sweden	90-0266SE
Bermuda	90-0266BM	Guadeloupe	90-0266GP	Mozambique	90-0266MZ	Switzerland	90-0266CH
Bolivia	90-0266BO	Guam	90-0266GU	Namibia	90-0266NA	Syrian Arab Republic	90-0266SY
Bosnia	90-0266BA	Guatemala	90-0266GT	Netherlands	90-0266NL	Taiwan	90-0266TW
Botswana	90-0266BW	Guyana	90-0266GY	New Caledonia	90-0266NC	Thailand	90-0266TH
Brazil	90-0266BR	Honduras	90-0266HN	New Zealand	90-0266NZ	Tonga	90-0266TO
Brunei	90-0266BN	Hong Kong	90-0266HK	Nicaragua	90-0266NI	Trinidad & Tobago	90-0266TT
Bulgaria	90-0266BG	Hungary	90-0266HU	Nigeria	90-0266NG	Tunisia	90-0266TN
Cambodia	90-0266KH	Iceland	90-0266IS	Northern Cyprus	90-0266NY	Turkey	90-0266TR
Cayman Islands	90-0266KY	India	90-0266IN	Norway	90-0266NO	Turkmenistan	90-0266TM
Chile	90-0266CL	Indonesia	90-0266ID	Oman	90-0266OM	Ukraine	90-0266UA
China	90-0266CN	Ireland	90-0266IE	Pakistan	90-0266PK	United Arab Emirates	90-0266AE
Columbia	90-0266CO	Israel	90-0266IL	Palau	90-0266PW	United States	90-0266US
Cook Islands	90-0266CK	Italy	90-0266IT	Panama	90-0266PA	Uruguay	90-0266UY
Costa Rica	90-0266CR	Ivory Coast	90-0266CI	Paraguay	90-0266PY	Uzbekistan	90-0266UZ
Croatia	90-0266HR	Jamaica	90-0266JM	Peru	90-0266PE	Vanuatu	90-0266VU
Curacao	90-0266CC	Japan	90-0266JP	Philippines	90-0266PH	Venezuela	90-0266VE
Cyprus	90-0266CY	Jordan	90-0266JO	Poland	90-0266PL	Vietnam	90-0266VN
Czech Republic	90-0266CZ	Kazakhstan	90-0266KZ	Portugal	90-0266PT	Virgin Is. (U.S.)	90-0266VI
Denmark	90-0266DK	Kenya	90-0266KE	Puerto Rico	90-0266PR	Western Samoa	90-0266WS
Dominican Republic	90-0266DO	Korea	90-0266KR	Qatar	90-0266QA	Zambia	90-0266XN
Ecuador	90-0266EC	Kuwait	90-0266KW	Reunion Is.	90-0266RE	Zimbabwe	90-0266XW
Egypt	90-0266EG	Kyrgyzstan	90-0266KG	Romania	90-0266RO		

Please see Online International Delivery Directory (IDD) by visiting <http://onlineidd.interflora.com/> for further information on delivery areas, holiday closings, minimum prices, etc.

INTERNATIONAL TIME ZONES

When it is 12:00 noon in New York (EST), the time in these cities is:

Amsterdam, Netherlands	6:00 pm	Hong Kong	1:00 am*	Paris, France	6:00 pm
Athens, Greece	7:00 pm	Jerusalem, Israel	7:00 pm	Rio de Janeiro, Brazil	2:00 pm
Berlin, Germany	6:00 pm	Leningrad, Russia	8:00 pm	Rome, Italy	6:00 pm
Brussels, Belgium	6:00 pm	London, England	5:00 pm	Stockholm, Sweden	6:00 pm
Buenos Aires, Argentina	2:00 pm	Madrid, Spain	6:00 pm	Tokyo, Japan	2:00 am*
Calcutta, India	10:30 pm	Manila, Philippines	1:00 am*	Vienna, Austria	6:00 pm
Cairo, Egypt	7:00 pm	Melbourne, Australia	3:00 am*	Warsaw, Poland	6:00 pm
Caracas, Venezuela	1:00 pm	Moscow, Russia	8:00 pm	Zurich, Switzerland	6:00 pm
Copenhagen, Denmark	6:00 pm	Nairobi, Kenya	8:00 pm		

* next day



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- Your order is always given priority handling — all orders are important to FTD.
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- Same-day delivery is available for orders to Latin America and the Caribbean if they are sent to FTD by 9am (CST).
- You and your customer can rely on the Interflora Satisfaction Guarantee.
- One low fee covers order transmission, service charges and full access to our customer service staff.
- We will check on price and availability for special orders, confirm delivery and follow up on your order as needed — at no extra cost.

SENDING A RETRANS ORDER OVER THE MERCURY NETWORK

1. FTD Order (press “Order” key, then “FTD Order” key)
2. Filling Florist Code: Use the Mercury number listed for the country the recipient lives in. See page 13 for the Mercury Number/Country Code.
Note: If you intend to send to Domestic Retrains for help in a U.S. or Canadian city where you cannot find a member, please send the order to 91-6650AA.
3. Recipient’s Name
4. Complete and accurate address
5. Telephone number (strongly encouraged)
6. Delivery Date
7. First Choice (Note: Items from the FTD Floral Selections Guide/Designer’s Workbook are not available overseas. Please specify an Intercat Selection or a generic choice such as “bouquet,” “arrangement,” “green plant,” “funeral spray,” etc.).
8. Second Choice
9. Price of the order in U.S. or Canadian dollars
10. Card Message
11. Special Instructions, if any

INTERNATIONAL RETRANS CONTACTS

Mercury Console 90-0266AA
Toll Free Telephone 800-788-9000
Cathy Sinkus (International Retrains Manager) 630-724-6475
Retrans Department Fax Numbers 630-719-7861
Mailing Address FTD International Retrains, 3113 Woodcreek Drive, Downers Grove, IL 60515
E-mail retrans@FTDi.com

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FTD

Flowers say it better. FTD says it best.®

INTERNATIONAL RETRANS® BY FTD®

SELECTING ITEMS FOR OVERSEAS DELIVERY

Selecting items for delivery overseas is simple. Your customer can choose from the products shown in the Interflora Flower Selection Guide. Please refer to the Online International Delivery Directory (IDD) by visiting <http://onlineidd.interflora.com/> for minimum price guidelines, which are listed in Fleurins. Please see the most current conversion chart in the International Section, located in the Canadian Directory.

Points to Keep in Mind:

- Selections or holiday items from the FTD Floral Selections Guides are not available for delivery overseas.
- The containers illustrated in the Interflora Selection Guide may not be included with the item. Please specify "in container" if this is what your customer would like.
- If you would like a vase included on the order, we suggest that you add an extra 15 Fleurins onto the order value and please clearly indicate that a vase is requested. According to our international counterparts, vase arrangements are not customary overseas. For arrangements, flowers are usually just placed in an oasis and/or basic plastic container. They also perceive a "bouquet" to mean "wrapped flowers" only — no container. This is contrary to the perception in North America, where "bouquet" and "arrangement" are often used interchangeably to mean flowers in a container.
- Orders for military bases require a base name and complete phone number where the recipient can be directly reached, due to security precautions.
- Funeral orders will be delivered to the funeral home for the viewing or service, unless specifically requested in the Special Instructions to deliver to the home address.
- Retrans fee is \$15.00 per order and is billed separately on part B of the statement. Do not include Retrans fee in order price.

Note:

1. Although every attempt will be made, specific time/hour requirements for deliveries cannot be guaranteed on international orders.
2. Orders for hospitals, military installations, hotels, ships and airports requiring third party deliveries cannot be guaranteed.
3. Please see your Interflora Online International Delivery Directory for minimum price guidelines or contact Retrans.
4. Cancellation requests made on the day before or day of delivery cannot be guaranteed, due to time differences.

SPECIAL REQUEST ITEMS

As customs around the world vary widely, so does the availability of non-floral items. As a result, delivery of artificial, dried or silk flowers, candy, balloons, fruit and gourmet baskets and other non-floral items cannot be guaranteed overseas. Some members may only deliver special request items if at least half of the order value is in flowers. We will be happy to inquire about the availability and prices for these types of items, if time permits. To avoid disappointing the customer when the delivery date is too close, we suggest providing a floral item as a second choice. Or, specify "cancel if not available" in the Special Instructions field if this is what your customer wants.

TIPS FOR FILLING INTERNATIONAL RETRANS ORDERS (FROM 90-0266AA OR 90-0266 US)

• Product Codes

- | | |
|--|---|
| 1. SGF=Single Flower | 5. ACF=Arrangement Cut Flowers (in a container) |
| 2. MCF=Mixed Cut Flowers (wrapped, no container) | 6. BKT=Basket Arrangement |
| 3. BSCF=Bouquet Seasonal Cut Flowers (wrapped, no container) | 7. SP=Single Plant |
| 4. HTB=Hand-Tied Bouquet (tied & wrapped, no container) | 8. AP=Arrangement of Plants |

• Substitution

If a substitution is needed, please send an ASK message or call International Retrans.

• Delivery

If the recipient is not at home when delivery is attempted, leave a calling card so a re-delivery can be arranged. We also suggest obtaining a signed receipt for delivery whenever possible. If the recipient is not home, please tag the door and do not leave the item unless it specifically states on the order to do so. If you have any questions about filling the order or locating the recipient, please contact Retrans as soon as possible.

• Orders

Orders sent to your shop from Retrans with \$0.00 are open price orders. This means that the sending shop will charge his customer the price that you need to fill and deliver the order. Please deliver the order as requested and send an ASK "P" (price) message back to Retrans with your cost of the order. Our customer service staff can answer many of your questions right away. However, due to time differences around the world, if we need more information from overseas, it may delay your request by an additional 24 hours.

INTERNATIONAL FLORA-CHEQUES

International Flora Cheques may be sold and redeemed by all FTD Members toward the purchase of flowers or plants in shops, using the current Fleurin conversion rate for the indicated amount. Members who accept them from customers toward purchases simply need to fill out the Filling Member area on the back of each check with their shop information (name and FTD Member code) and then mail them in for credit to this address only:

FTD
c/o International Clearinghouse
3113 Woodcreek Dr.
Downers Grove, IL 60515

Credit will then be issued on the next statement and will be listed on the incoming side of the Combined Report.



Flowers say it better. FTD says it best.®

INTERNATIONAL RETRANS® PARA FTD® (INTERNATIONAL MEMBERS ONLY)

(¡La opción mas segura para enviar sus órdenes a todo el mundo!)

Codigo De Mercury: 90-0266AA • Numero de Telefono: 630-719-7800

- FTD Retrans sirve como su conexión directa con el mercado global. A través de Retrans, Ud. está conectado con nuestra red mundial exclusiva de floristerías que se dedican a la satisfacción del cliente. Elige FTD y Ud. ha escogido lo mejor.
- No hay requisitos especiales para tramitar una orden de entrega al día hábil siguiente, excepto en el Lejano Oriente.
- Entregas para el mismo día a Latinoamérica pueden ser solicitadas si llegan a nuestra oficina antes de las 12:00pm (Hora Central).
- Su orden será entregada por uno de los miembros floristas que como usted, cumplen con los estándares de calidad de Interflora.
- Su cliente y usted pueden confiar en la Garantía que ofrece la red de miembros de Interflora.
- La Guía de Selecciones-Interflora, dentro del Online International Delivery Directory (IDD), se puede ver o ser impreso visitando al <http://onlineidd.interflora.com/> and permite al cliente elegir entre una variedad de arreglos florales de acuerdo a las costumbres del país destino.
- Un bajo costo de \$15.00 USD por cada orden enviada, cubre todo lo relacionado a la transmisión de su orden. Este cargo se utiliza para solventar los costos por servicio y nos permite tener a su disposición personal calificado de atención y servicio a los miembros. Por cada orden Internacional directamente de un miembro de FTD a un miembro de Interflora, un cobro de \$14.00 USD (\$19.00 CDN) sería cargado a su cuenta.
- Estamos en la mejor disposición de verificar el precio y disponibilidad de órdenes especiales, así como de confirmar entregas y estar al pendiente de su orden si hay necesidad, todo esto — sin costo extra para usted.
- Entregas con tiempos específicos, no son garantizadas, con excepción de arreglos funebres.

ENVIANDO SU ORDEN A RETRANS VIA EL MERCURY ES RAPIDO Y FACIL

1. Sobre el menú de la columna izquierda, elija la opción "Create - Order".
2. Complete los campos con la información completa del destinatario, asegúrese de incluir código postal.
3. Escriba el número de teléfono incluyendo el código de área del país y ciudad destino.
4. Eliga a través del botón de ayuda, la fecha en que deberá ser entregada su orden, anote de ser necesario alguna recomendación relacionada con la fecha y hora de entrega en el campo que se encuentra debajo.
5. Anote el precio en dólares americanos incluyendo los costos de envío.
6. Seleccione el artículo a entregar detallando el tipo de flores, plantas o si debe incluir algún accesorio. Las selecciones de los libros de FTD no son disponibles en Europa. (Por favor, usa un máximo de 250 caracteres y ponga el resto en Special Instructions.)
7. Asegúrese de enviar siempre dos alternativas para el producto que se va a entregar.
8. Eliga del menú desplegable la ocasión de envío y complete el cuadro con el mensaje que acompañará a su orden de flores (Por favor, usa un máximo de 250 caracteres y ponga el resto en Special Instructions.)
9. En el campo con el título "FILLING FLORIST INFORMATION" anote el número correspondiente al código de Mercury para el país donde vive el destinatario.
10. Escriba de ser necesario, las instrucciones especiales u observaciones importantes sobre su orden en el campo "Special Instructions". Es recomendable escribir nuevamente el número de teléfono del destinatario en éste campo.

HORARIO DE LA OFICINA DE RETRANS: Lunes - Viernes: 7:00am - 5:30pm (Hora Central)

Este horario es ampliado durante las épocas pico.



INTERNATIONAL RETRANS® PARA FTD® (INTERNATIONAL MEMBERS ONLY)

Codigo de Mercury 90-0266AA
 Numero de Telefono..... 800-788-9000
 Cathy Sinkus (Gerente) 630-724-6475
 Fax de Retrans..... 630-719-7861
 Domicilio de Retrans..... FTD International Retrans 3113 Woodcreek Dr., Downers Grove, IL, 60515
 E-mail..... retrans@FTDi.com

SELECCIONANDO ARREGLOS PARA ENTREGARSE A NIVEL INTERNACIONAL

Es facil escoger un articulo para entregarse a nivel Internacional. Su cliente puede escoger de uno de los productos en la Guia de Selecciones de Interflora. Por favor referirse al directorio Internacional (Online International Delivery Directory) de se puede ver o ser imprimido visitando al <http://onlineidd.interflora.com> por los precios minimos.

Puntos que debe tener en mente:

- Selecciones de FTD o arreglos festivos del Guia de Selecciones de FTD no estan disponibles para entregar fuera de E.E.U.U y Canada.
- Puede ser que los envases ilustrados en el Guia de Selecciones de Interflora no sean incluidos con el arreglo. Por favor de especificar "envase" si es lo que el cliente quiere.
- Si quiere un florero con su orden, les sugerimos que se agregan 15 Fleurins al valor de su orden y por favor indicar claramente que un florero es lo que estan solicitando. El mayoreo de paises interpretan "bouquet" como "flores envueltas" y un "arreglo" como "flores en envase (no necesariamente en florero)".
- Ordenes para bases militares requieren el nombre del base y numero de telefono directo donde el recipiente podria ser contactado, por razones de seguridad.

SOLICITANDO PRODUCTOS ESPECIALES

Como costumbres alrededor del mundo varian extensamente tambien los productos que no son floral. Consecuentemente, entregas de las flores artificiales, secadas o de seda, dulces, globos, cestas de fruta y de gastrónomo y de otros productos que no son florales no puede ser garantizado a nivel Internacional.

Algunos miembros pueden entregar productos especiales si el pedido por lo menos tiene la mitad del valor en flores. Nos placermos investigar sobre la disponibilidad y los precios para estos tipos de productos, si nos permita el tiempo, para evitar desilusionar al cliente cuando la fecha de eentrega está demasiado cercana, por favor incluir preferencia secundaria floral como segunda opción. O, especifique que "cancelar si no tienen el producto" en el campo de las instrucciones especiales si es lo que el cliente desea.

REGLAS ESPECIALES PARA ENTREGAR ORDENES DE RETRANS

• CÓDIGOS DE PRODUCTOS:

1. SGF=una flor
2. MCF=ramo de flores cortadas sin vase en celofán o papel
3. BSCF=mismo de MCF
4. HTB=mismo de MCF pero con los tallos atados
5. ACF=arreglo de flores en contenedor
6. BKT=arreglo en canasta
7. SP=planta
8. AP=arreglo de plants
- 9.

• SUBSTITUCIÓN

Interflora permite substituto de arreglos en caso de emergencia, si el producto espesifico no esta disponible y si haces lo siguiente:

1. Entregan la orden al valor completo.
2. Informan al recipiente de la rason del sustituto.
3. Usan un producto similar de lo que fue pedido.

• Entregas

- A) Si el recipiente no esta cuando van a entregar la orden, dejen una nota para que se pongan de acuerdo con el cliente para re-enviar la orden.
- B) Les pedimos que tomen firma de la persona que recibe la orden cuando posible.
- C) Si tiene una pregunta referente el pedido o encontrando el recipiente, por favor contactar Retrans lo mas pronto posible.
- D) Nuestro personal del servicio al cliente puede dar respuesta a muchas de sus preguntas de inmediato.
- E) Al menos, debido a las diferencias del horario, si necesitamos mas informacion de una floreria en ultramar su respuesta sera retardo 24 horas.
- F) Si reciban un pedido con el precio como \$0.00 o, manda la entrega en la fecha pedido y manda su precio por la orden al departamento Retrans de inmediato.

Florists' Transworld Delivery, Inc.
3113 Woodcreek Drive
Downers Grove, IL 60515
Toll-Free: 800-788-9000

REPORT OF ORDERS FILLED REPORTE DE ORDENES EJECUTADAS	
Shop Code #: Codigo de Floreria:	
Report #: # de Reporte:	
DO NOT REPORT INTERFLORA ORDERS ON THIS REPORT DO NOT REPORT CREDIT CARD ORDERS ON THIS REPORT NO REPORTE ORDENES INTERFLORA EN ESTE FORMULARIO	
OCCASION CODES 1. Funeral/Memorial 2. Illness/Get Well 3. Birthday 4. Business Gift/Commercial	CODIGOS DE OCASION 5. Holiday 6. Maternity Birth 7. Anniversary 8. Other

ITEM NO.	SENDING MEMBER COUNTRY CODE NUMBER	DELVIERY DATE MONTH-DAY	OCCASION CODE	RECIPIENT -FIRST 3 LETTER	GROSS DOLLAR AMOUNT
	MIEMBRO TRANSMISOR PAÍS NO. DE CÓDIGO	FECHA DE ENTREGA MES/DÍA	CODIGO DE OCASION	DESTINATARIO	PRECIO TOTAL
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
			TOTAL AMOUNT:	\$	


REPORT IN THIS FORM ORDERS FROM THE FOLLOWING COUNTRIES
REPORTE EN ESTE FORMULARIO ORDENES PROVENIENTES DE LOS SIGUIENTES PAISES:

- North America - America del Norte: Canada, U.S. (including Puerto Rico and The Virgin Islands) and Mexico
- Central America - America Central: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Panama and Nicaragua
- South America - America del Sur: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela
- The Caribbean - El Caribe: Bahamas, Bermuda and The Republica Dominicana
- The Pacific Rim - El Lejano Oriente: Guam, Japan, Korea, The Philippines and Taiwan

FTD® CLEARINGHOUSE STATEMENT

PAGE 1

1. **Previous Balance** — The ending balance of your prior month's statement.
2. **Settlement** — Any payments sent to you or received by FTD since the last statement date.
3. **Beginning Balance** — 'Previous Balance' plus/minus 'Settlements' equals your 'Beginning Balance'.
4. **Current Activity** — Current month credits/charges for goods and services provided to you by FTD.
5. **Total Balance** — 'Beginning Balance' plus/minus 'Current Activity' equals your 'Current Balance'.
6. **Beginning Balance** — 'Previous Balance' plus/minus 'Settlements' equals your 'Beginning Balance'.
7. **FTD Wire Orders** — The net total of outgoing and incoming orders and related activity, including the advance, international transmission charges, order adjustments and sending fees.
8. **FTD Membership** — Service fees such as Membership.
9. **FTD Floral Products** — Goods purchased from FTD Marketplace, including shipping and handling fees.
10. **Mercury Technology** — Purchase cost or rental for your FTD Mercury system and transmission charges. FTD only charges to receive an order; not to reject.
11. **Credit Cards** — Monthly credit cards processed, ACH amounts and fees for FTD Cash-Flo™ Program.
12. **Online and Other Services** — FTD Directory, FTD Flowers All Hours (FAH), FTD Florists Online (FOL) and other miscellaneous credits/charges.
13. **SAF Subscriptions** — Other non-FTD credits/charges.
14. **FTD Univeristy and Quality** — FTD Quality Assurance fee and FTD University.
15. **FTD Rebates** — Amount earned for Dollars & Scents™ and Cash-Flo™ rebates.



Florists' Transworld Delivery, Inc.
Member Services:
1-800-788-9000

Date:
Member Name:
Member Number:
Closing Date:

Increase your florist-to-florist order potential with advertising opportunities in FTD Florist Link.
For more information about the online directory, call your National Marketing Consultant at 800-788-9000.

SUMMARY OF MONTHLY ACTIVITY

1	Previous Balance:	\$	
2	Settlement:		
3	Beginning Balance:		
4	Current Activity:		
5	TOTAL BALANCE:	\$	

Report of Order Filled (ROF) should be sent to:
313 Woodmead Dr., Downers Grove IL, 60555-5412.
They may also be faxed to 630-779-2703.

Billing Issues/Adjustments/Correspondence should be sent to:
313 Woodmead Dr., Downers Grove IL, 60555-5412.
They may also be faxed to 630-779-2703.


Billing Issues/Adjustments/Correspondence should be sent to:
313 Woodmead Dr., Downers Grove IL, 60555-5412.
They may also be faxed to 630-779-2703.

* Credits will appear on next month's statement assuming all program qualifications are met. The past due notice service charge for FTD Members is \$50. All questions regarding billing issues must be submitted in writing to FTD Headquarters within 60 days of receipt of the FTD Clearinghouse statement.

KEEP THIS STUB

Check No. _____
Amount \$ _____
Date _____

Thank you for supporting FTD.
We are committed to providing you with exceptional service. Please keep your amount current.



Payment Coupon

Florists' Transworld Delivery, Inc.
Lockbox #123456
8126 Solutions Center
Chicago, IL 60677-4004

Date:
Member Number:
Due Date:
Amount Due:

IMPORTANT: This amount has been electronically transferred to your bank account and should be available to you the next business day following the 25th of the month. For verification call 1-800-3662-EDC.

DUSAM 000008 0001 0004

380634

16. **Transfers and Payments** — EFT payment to you, as well as other miscellaneous credits/charges.
17. **Total Balance** — 'Beginning Balance' plus/minus 'Current Activity' equals your 'Total Balance'.
18. **FTD Check or Payment Coupon** — Amount due to you or owed to FTD for your ending statement balance. FTD checks are mailed on the 20th of each month. A check is issued to you if your ending credit balance is \$1.00 and greater. Payments are due on the 25th of each month. FTD Electronic Check is transmitted on the 10th or 25th (or next business day) and Electronic Debit is transmitted on the 25th of each month. Payment mailing addresses are as follows:

For U.S. Customer Payments:
Florists' Transworld Delivery
Lock Box #774440
4440 Solutions Center
Chicago, IL 60677-4004

For Canadian Customer Payments:
FTD Canada
P.O. Box 57480
Station A
Toronto, ON, Canada M5W 5M5

QUESTIONS?
Call us at 800-788-9000

*Statements are mailed on or about the 5th of each month. Debit balances are payable by the 25th of the month and become delinquent on the 26th of the month. If not paid by the 25th, debit balances of \$100 or more are subject to a finance charge of 2.75% of the overdue balance or \$59, whichever is greater. A late finance charge will be added monthly to the overdue balance. Balances under \$100 will be carried over to the following month. Should your membership account become delinquent at any time, your shop may be restricted from sending or receiving FTD wire orders.

FTD® CLEARINGHOUSE STATEMENT

PAGE 2

	A	B	C	D	E	F
	Summary	July 2012				
G						
H						
I						
J						
K						
L						
M						
N						
O						
P						
Q						
R						
	FTD Order Summary	YTD Orders	YTD Activity	Current Orders	Current Order Values	Current Activity
	1 FTD Orders Outgoing	8	\$ 1,009.00	1	\$ 60.00	\$ 60.00
	2 Commissions earned on Outgoing FTD orders		\$ 201.80CR			\$ 12.00CR
	3 FTD Orders Incoming	76	\$ 5,080.83CR		\$.00	\$.00
	4 Commissions given on Incoming FTD orders		\$ 1,016.16			\$.00
	5 FTD.COM Orders Incoming		\$.00		\$.00	\$.00
	6 Commissions given on Incoming FTD.COM orders		\$.00			\$.00
	7 Marketing and Clearinghouse Advances		\$ 355.65			\$.00
	8 Net Total of FTD Orders (The sum of Lines 1 through 7)		\$ 2,901.82CR			\$ 48.00
	FTD Rebate Summary	YTD Orders	YTD Activity	Current Orders	Current Order Values	Current Activity
	9 Dollars & Scents™ Order Rebate *		\$.00			\$.00
	10 Cash Flo™ Rebate		\$.00			\$.00
	11 Total FTD Rebate (Sum of lines 9+10)		\$.00			\$.00
	<small>* Due to increasing production and distribution costs for the printed directory, the Directory Subscription fee used to cover these costs will increase by \$5.00 effective September 1, 2012. The listing for your resident town remains free as part of the Directory Subscription fee. Eligible members wishing to "go-green" may elect not to receive the printed directory by visiting www.ftd.com/directory for additional information.</small>					
	Item no. 1.1.3					

A. **FTD Order Summary** — Year-to-date and current month outgoing and incoming order activity, commissions and advances.

B. **YTD Orders** — Number of year-to-date outgoing and incoming orders based on a calendar year.

C. **YTD Activity** — Year-to-date values for outgoing and incoming orders, commissions and advances based on a calendar year.

D. **Current Orders** — Number of current month outgoing and incoming orders.

E. **Current Order Values** — Current month values for outgoing and incoming orders.

F. **Current Activity** — Current month values for outgoing and incoming order activity, commissions and advances.

G. **FTD Orders Outgoing** — The number and value of FTD orders sent by you.

H. **Commissions Earned on Outgoing FTD Orders** — 20% commission earned on the value of FTD outgoing orders.

I. **FTD Orders Incoming** — The number and value of FTD orders filled by you.

J. **Commissions Given on Incoming FTD Orders** — 20% commission given to the sending florist on the value of FTD incoming orders.

K. **FTD.com Orders Incoming** — The number and value of FTD.com orders filled by you.

L. **Commissions Given on Incoming FTD.com Orders** — Commission given on the value of FTD.com orders.

M. **Marketing and Clearinghouse Advances** — 7% advance given on the value of incoming FTD and FTD.com orders.

N. **Net Total of FTD Orders** — Sum of commissions earned on outgoing FTD orders, net of FTD and FTD.com incoming orders and advances. FTD orders outgoing values are not included in this total.

O. **FTD Rebate Summary** — Earned and potential earnings of Dollars & Scents™ and Cash-Flo™ rebates.

P. **Dollars & Scents™ Order Rebate®** — YTD activity represents actual calendar year earnings credited to your statement. Current activity represents the potential rebate earnings on the value of outgoing FTD orders.

Q. **Cash-Flo™ Rebate** — YTD activity represents actual calendar year earnings credited to your statement. Current activity represents the potential rebate earnings on the matched value between outgoing FTD orders and credit card activity.

R. **Total FTD Rebate** — The sum of your Dollars & Scents and Cash-Flo rebates.

* FTD reserves the right to claim and apply all funds and credits under its control to balances owed to FTD. All questions regarding billing issues must be submitted in writing to FTD Headquarters within 60 days of receipt of the FTD Clearinghouse Statement.



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Flowers say it better. FTD says it best.®

PAY YOUR STATEMENT BY CREDIT CARD

FTD® offers members simplicity and convenience when it comes to paying your Clearinghouse Statement. FTD will accept payment through major credit cards such as Visa, MasterCard, Discover or Diners Club for a low transaction fee (see chart below).

Take advantage of this opportunity and take the worry out of paying your statement. Credit card payment allows you the opportunity to control the amount and timing of your payment. The only thing you have to do is complete a simple form for your first payment, before your credit card can be processed. This same information will then be used for any future payments.

From -----	To.....	Fee
\$1 -----	\$99	\$3
\$100 -----	\$199	\$6
\$200 -----	\$399	\$11
\$400 -----	\$599	\$16
\$600 -----	\$999	\$25
\$1,000 -----	\$1,399	\$35
\$1,400 -----	\$1,999	\$49
\$2,000 -----	\$2,699	\$68
\$2,700 -----	\$3,499	\$87
\$3,500 -----	\$4,399	\$109
\$4,400 -----	\$5,399	\$133
\$5,400 -----	\$6,399	\$159
\$6,400 -----	\$7,399	\$187
\$7,400 -----	\$8,699	\$218
\$8,700 -----	\$10,000	\$262

For payment above \$10,000, please contact FTD’s Credit Card Department at 800-788-9000 ext 246589.
Fees are subject to change by FTD in its sole discretion at any time without notice.

For more information, contact FTD Credit Cards at 800-788-9000, ext 246589.

FTD® CLEARINGHOUSE RULES

DEADLINE ON CREDIT REQUEST

FTD® presently has in place Clearinghouse Rules that charge an additional cost for any corrections to the Clearinghouse Statements made by members beyond 60 days from their receipt of the statement. FTD has determined that it is necessary to establish and maintain a definite deadline for any member credit requests concerning any charge reflected in their Clearinghouse Statements. Therefore, this Clearinghouse rule will now be modified effective November 1, 2006 to provide that any request by members for credits to charges on their Clearinghouse Statements not made within 60 days from their receipt of the Statement containing such charges will not be granted.

REQUIRED WRITTEN NOTICE REGARDING FTD SERVICES

The issuance of any notice to unsubscribe to any FTD services including but not limited to Membership, Directory, Florists Online, Flower Exchange, Flowers All Hours, Cash-Flo, FTDFlorists.com, FTDWeddingFlorists.com, eBiz Marketing, Market for You, Local Search and FTD Mercury Direct, must be in writing. The method by which any such notice must be given and received by FTD is required to be in writing using one of the following means: certified mail return receipt requested, email with email confirmation, Gen Message or fax with fax confirmation of receipt.

Mail to: FTD 3113 Woodcreek Drive, Downers Grove, IL 60515, ATTN: FTD Member Services
E-Mail: ftdmemberservices@FTDi.com • Fax: 630-724-6647 • Gen Message: 90-0555AA

RULES AND DEADLINES FOR FINALIZING MEMBERSHIP DATA FOR DIRECTORY PUBLICATION

Each FTD Member is subject to FTD Standards, rules and policies as amended from time to time by FTD at its discretion.

IMPORTANT NOTICE

Should you decide to cancel your membership, please notify FTD in accordance with the following Rules and Regulations that are part of FTD's Standards. FTD must finalize the membership data for the FTD Directory approximately 60 days prior to the date of the Directory. Therefore, if notice of cancellation is not received by FTD prior to the Directory Membership Cancellation deadline, then the cancellation of such listing may not be made until the next Directory. FTD must receive written notice of cancellation. FTD will not consider such Member's FTD trademark license agreement, Clearinghouse and related services cancelled and effective until such time as FTD publishes and distributes a revised FTD Directory that does not include such cancelled Member's shop listing. Therefore, such Member's obligation to pay FTD for use of FTD Trademarks, Clearinghouse services, communication systems and other business operations and services shall continue until the Member's shop listing is removed in the ordinary course from the FTD Directory as provided above.

NOTE: The deadline for finalizing membership data for the May - August 2015 issue of the FTD Directory is February 20, 2015. This means that the cancellation request must be RECEIVED no later than that date. NO exceptions will be made.

VOLUNTARY CANCELLATION OF MEMBERSHIP

A Voluntary Cancellation Letter must be completed and signed by the Member, and received by FTD no later than February 20, 2015 to be removed from the May - August 2015 issue of the FTD Directory. You may also send your cancellation request over the Mercury Network to 90-0217AA in the form of a GENERAL (GEN) message. The Voluntary Cancellation of Membership will take effect with the removal of the shop listing from the next available FTD Directory. Owner is responsible for all directory charges until their listing is removed. Owner is responsible for all charges on the account, including all transactions up to 90 days after customer number is removed from the FTD Directory. Statement payment is required every month during cancellation. Payment in full for all balances owed on your account is due no later than 90 days after you are removed from the FTD Directory. All final settlement checks will be mailed within 150 days after the customer number is removed from the FTD Directory. The final settlement check will be mailed to your mailing address versus your shop address and will be payable to the shop name. If you require any changes prior to the mailing of this final settlement check, please contact Member Services at 800-788-9000 or send a fax with your required change to 630-724-6609.

Please fax the cancellation request to 630-724-6609, mail to FTD, 3113 Woodcreek Drive, Downers Grove, IL 60515-5420 or send a GENERAL (GEN) message over the Mercury Network to 90-0217AA.

MEMBERSHIP RULE 2

Members may use the emblem and other marks of Florists' Transworld Delivery, Inc. ("FTD") in their advertising or upon their stationery, but only as authorized by FTD®. Members shall terminate any usage which is not authorized by FTD or to which FTD objects. Members shall display no version of the emblem other than the current official emblem, unless authorized by FTD.

- a. All Members shall display at all times in or upon the window or front of their shops or places of business, the current official FTD emblem.
- b. All Members are authorized to use the current official FTD emblem and the acronym FTD in their advertising within their shop or shops, or upon their stationery for the purpose of identifying their shop as a member of FTD.
- c. All Members are authorized to use in their advertising the FTD Marks which identify products and services provided by FTD, provided that the Member has those products and services available in his/her shop.
- d. No Member shall use the FTD Marks or Marks confusingly similar in an advertisement in any medium unless the advertisement contains a clear, conspicuous and prominent statement of the shop's name. In addition, no Member shall use the licensed FTD marks or marks confusingly similar thereto in an advertisement in any medium under or including a business name or DBA name which is different than the shop's name as listed with the FTD in its application documents or other subsequent documents verifying a change of name.
- e. No Member shall use the licensed FTD Marks or marks confusingly similar thereto in any advertisement that circulates substantially in areas outside of his or her shop's normal delivery area unless the advertisement contains a clear, conspicuous and prominent statement of the shop's name and actual city and state location.
- f. No Member shall represent itself as FTD in its advertising or otherwise, but only that it is a Member of the FTD. No Member shall use the FTD acronym as a component of the Member's business name, or as a part of any telephone number or telephone listing or domain name which is published or otherwise promoted to the public.
- g. No Member shall use any of the licensed FTD Marks (including, without limitations, the FTD emblem and the acronym FTD) or marks confusingly similar thereto in electronic communications media, such as the Internet, as any part of:
 - (i) a trade name, company name or user name
 - (ii) a Uniform Resources Locator (URL) or Domain Name
 - (iii) an email address
 - (iv) search engine indexing information or a search engine keyword, except as deemed permissible under the FTD Brand Protection Policy which can be accessed at FTDi.com.

NOTE:

As required by Membership Rule 2e, Members shall not use any of the licensed FTD Marks or marks confusingly similar thereto in any non-local (e.g. Internet) advertising, unless the advertisement contains a clear, conspicuous and prominent statement of the shop's name and actual city and state location. The remaining subparts of Membership Rule 2 apply equally to all electronic and print communications media and as deemed permissible under the FTD Brand Protection Policy.

Please contact FTD Member Services at 800-788-9000 for any questions about Membership Rule 2.

INTERPRETATION OF MEMBERSHIP RULE 2

The purpose of Membership Rule 2 is to protect the trademarks of FTD® and to foster truthful advertising. The authorization to use the emblem and other FTD Marks is limited to the Member shop and only permits that shop to represent that the shop is a Member of FTD and that the shop has available to it the products and services identified by the emblem and other marks of FTD. A Member has no right to represent itself as FTD, but only that it is a Member of FTD.

Whenever the emblem and other FTD Marks are used by a Member in advertising the nature of the service provided by its shop, the advertising must be truthful. Customers have the right to know whether they are dealing directly with FTD or directly with the shop of a Member of FTD. A Member who misuses the marks in its advertisement by minimizing or failing to state the identity of its own shop name in those advertisements, or by including business names other than the shop's name as identified on its signage and on the Member's application with FTD is likely to confuse the public.

For purposes of determining whether an advertisement contains a clear, conspicuous and prominent statement of the shop's name and actual location, it shall be presumed that an advertisement meets this requirement if the height of the FTD marks are not more than three times the average height of the letters in the shop's name and actual city and state location; any advertisement that does not satisfy this presumption must first be approved by FTD or the Member may be subject to discipline.

As the sole owner of the FTD emblem and other trademarks, FTD has the right at any time to terminate usage by any licensee which is unauthorized or to which it objects, or which fails to meet its standards.

SOCIAL MEDIA POLICY FOR FLORISTS

Social media is a popular and common way to communicate. FTD has two Facebook communities, as well as a presence in other social media channels. We will do our best to ensure that the FTD "Say It Your Way" and "Mercury Network" Facebook Communities are a fun, informative and encouraging destination for everyone, including our member florists, their owners and employees. Postings may be moderated and all comments are reviewed and must comply with FTD's social media policy found at FTDi.com.

To ensure productive and respectful exchanges, we encourage:

- Conversations that rally around the benefits of the FTD brand and products
- Comments that will help us understand how to better serve our customers
- Engaging FTD and your peers in positive, supportive and fun dialog

To review the full social media policy, go to FTDi.com

Please contact FTD Member Services at 800-788-9000 for any questions about Membership Rule 2.