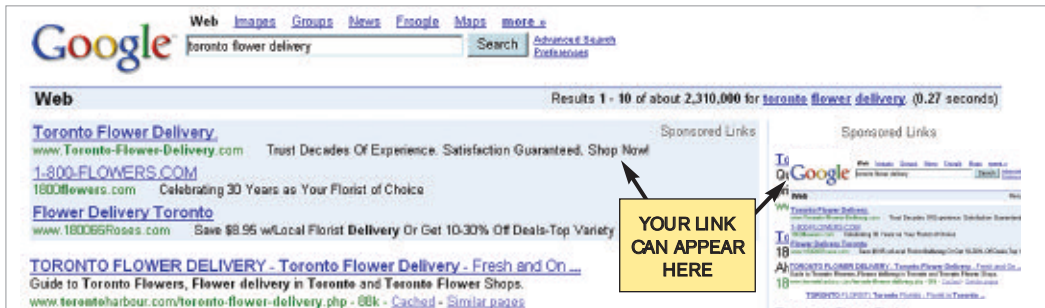


MAKE IT EASY FOR CUSTOMERS TO FIND YOUR SHOP ONLINE.

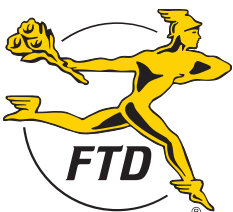
Search engines are the #1 way consumers find local businesses.



HERE'S HOW IT WORKS:

- 1 Select keyword searches and establish a budget with your FTD Field Business Consultant.
- 2 FTD manages the complexity of the key word bidding process to optimize the results.
- 3 Your shop will appear at the top of the leading search engine sites (Google, Yahoo, MSN, AOL, Ask.com).
- 4 Your shop's FTD Local Search listing links to your Web site.
- 5 Get tracking reports of online and phone orders.

RECEIVE
100%
OF EVERY ORDER



Contact FTD to sign up for FTD Local Search.
Call 1-888-788-9000 ext. 6971 | Fax 1-866-710-4951 | Email myfbc@ftdi.com

SET UP / ADD ADVERTISER INFORMATION

MEMBER NUMBER _____ SHOP NAME _____ CONTACT NAME (PRINT) _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____ MEMBER SIGNATURE _____ DATE _____

Member understands and agrees that all charges for the services provided under this agreement shall be processed through Florists' Transworld Delivery Inc's ("FTD's") Clearinghouse and be shown on the Member's monthly Clearinghouse Statements. Member agrees to be bound by FTD's Clearinghouse rules as amended from time to time by FTD in its sole discretion, which are incorporated herein by reference and made a part hereof. FTD Local Search \$100 set-up fee is a one-time charge. A \$25 monthly maintenance fee will be charged in any month a campaign is running. The term of this agreement is for three (3) months which shall be automatically renewed from month to month thereafter unless and until this agreement is terminated by either party upon 30 days prior written notice.

RADIUS OF DELIVERY AREA 10 MILE RADIUS 15 MILE RADIUS 25 MILE RADIUS RURAL DELIVERY AREA YES NO

MOST DESIRED DELIVERY CITIES (UP TO 10)

1. _____ 6. _____
2. _____ 7. _____
3. _____ 8. _____
4. _____ 9. _____
5. _____ 10. _____

SET UP CAMPAIGN – Determine budget, targeting, products & services to promote.

CAMPAIGN START DATE

SPECIFY MONTHLY CAMPAIGN BUDGET (\$100 min) USD

CONSUMER CONTACT EMAIL _____

CHOOSE YOUR EMAIL PREFERENCE (choose one) Daily Weekly Monthly NO

LANDING PAGE URL _____

PHONE NUMBERS ON SITE _____ LOCAL _____ TOLL-FREE _____

ENABLE ENHANCED CALL TRACKING YES NO All employees must be notified that calls may be recorded if enhanced call tracking is turned on. ACCEPT

REVIEW AND CREATE ADS – Examples of what “Creating an Ad” Page looks like

HEADLINE – Max 25 Characters, including spaces.

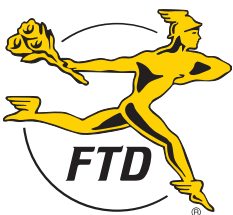
AD LINE 1 – Max 35 Characters, including spaces.

AD LINE 2 – Max 35 Characters, including spaces.

SAMPLE AD:

Main St. Flowers – Dallas
 1 Dozen Roses 29.99
 Delivering in Dallas Since 1932
<http://www.mainstreetflowers.com>

OTHER PRODUCTS & SERVICES TO PROMOTE:
 (Weddings, Facilities Served, Specialty Products)



Contact FTD Local Search at
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