FTD Newsletter

FTD KICKS OFF 2002 WITH...

A League Of Our Own

FTD 2002 Convention & Trade Fair
August 3-5, 2002
Opryland Hotel, Nashville, Tennessee
I hope you enjoyed a very happy and financially healthy holiday. In celebrating the New Year, I would like to share with all FTD Members my hopes for making 2002 a stronger year for FTD and you.

First and most importantly, I would like to energize the passion behind FTD as a whole. With FTD membership on the rise and the recent acquisition of VNS, we have an opportunity to focus on one Brand - one family of membership - and create a strong partnership as we service your needs into the future. As we welcome new members and increased coverage, we will focus on quality and continue to set the bar for high standards and testing in the industry.

We have been working to increase our customer service levels and show that we are listening at FTD headquarters. Our “First Contact” program ensures you’ll hear a live voice every time you call FTD and the development of new communication tools, such as FTDi.com, allow us to reach you on a daily basis. I enjoy the interaction over the site and hope you can continue to grow its community of users.

In the New Year, I hope to grow the momentum behind the FTD Brand and membership significantly. First, we are excited to promote FTD’s first convention from August 3-5 in Nashville, TN at the Opryland Hotel. This event will provide all FTD Members with an opportunity to learn, network, save, and have a lot of fun! In an effort to make it feasible for you to attend, we will offer both nights hotel stay FREE for the first 500 FTD Members to register! See the cover story of this Newsletter for more exciting details.

Secondly, with the input and support of FTD members, we will be launching our new district structure, called “FAN” — Florists Action Network. This will be a new, voluntary organization for members who wish to connect with fellow members in order to share ideas, promote events, and further the industry and their businesses on a local level.

Another way in which I look to make 2002 a stronger year for FTD Members, is through more profitable business solutions. We will continue to keep the number of codified, branded products at a minimum during key holidays, offer affordable technology products for all members through the introduction of Mercury Direct and continue to increase the visibility of FTD’s national advertising, in both the U.S. and Canada.

2002 is going to be about teamwork. It’s about each player working hard to perform at their best with excitement and passion. In my six-year tenure with FTD, I can personally say that we all have seen a lot of change within the industry. It’s time to make a change mean growth, and not loss. We have a powerful force in the FTD Brand and its members. We can all be victorious if we work at it together.

Please contact me directly at bnorton@ftdi.com at any time.

All the Best in 2002, 
Bob
FTD WRAPS UP THE HOLIDAYS WITH A SUCCESSFUL DECORATING PROMOTION

FTD, along with several FTD Members, hit the media in prime holiday decorating time to drive sales into FTD Florist Shops, by sharing creative decorating ideas. This promotion increased community awareness of FTD Florists and received positive publicity for the FTD® Holiday Celebrations® Bouquet.

With two TV interviews on NBC and nationally syndicated, WGN in the Chicagoland area, Flowerwood Florist, Crystal Lake, IL, offered unique ideas decorating to their community, along with sharing centerpiece options, including the FTD FTD® Holiday Celebrations® Bouquet. These interviews reached more than 358,000 viewers in their community.

“We were very excited to get out to the community with FTD and share our expertise,” said Ken Koehler, Flowerwood Florist. “It was a fun way to remind consumers that the holidays are here and Flowerwood is here to help with decorating.”

FTD FLORISTS DECK THE HALLS OF THE GOVERNOR’S MANSION IN FLORIDA

FTD Members spread holiday cheer throughout Tallahassee by decorating the Florida Governor’s Mansion for the third year. A team, lead by FTD FSR Jill Weishaupt, of select FTD designers and decorators from several FTD Florist shops across the state, worked together to brighten the mansion for the upcoming holiday season.

“Each year the FTD florists make the Florida’s Governor’s mansion a beautiful and festively decorated home. Columba and I would like to personally thank FTD for their many contributions to our community and for decorating the mansion so wonderfully every year.”

— Jeb Bush, Governor of Florida

Governor Bush and his family chose a theme for the mansion’s holiday décor. This year, the Governor’s Mansion theme is “A Time for Christmas.” According to the mansion’s grounds supervisor, Ginger Selph, some of the key floral choices are pine, grapevines, clove-studded citrus, magnolia and greenery straight from the Governor’s garden!

Governor’s Mansion Christmas tree.

Highland Florist, Chattanooga, TN, also experienced great press prior to the holiday season through this promotion. In addition to an interview in the studio with ABC, local CBS TV station sent a camera crew and reporter to Highland’s shop to discuss holiday decorating and interviewed Sam Hyder from the shop.

“We knew it was important to reach out to our community during the holidays to share the quality of our work,” said Sam Hyder, Highland Florist. “One of the local stations said they’d like to interview us again for Valentine’s Day — this will be a great opportunity to keep sales up!”

More than 31,500 consumers viewed Sam’s two local TV station interviews and the FTD® Holiday Celebrations® Bouquet through Highland’s media efforts. For questions on conducting local promotions for your shop, contact prdept@ftdi.com.

More than 31,500 consumers viewed Sam’s two local TV station interviews and the FTD® Holiday Celebrations® Bouquet through Highland’s media efforts.

Sam Hyder; Highland Florist, is interviewed by the local ABC affiliate at his shop in Chattanooga, TN.

“The Governor’s Mansion Christmas tree.

Governor’s Mansion Christmas tree.

“It’s truly an honor for all of us that the state of Florida recognizes our talents by allowing FTD Florists to join together to decorate this beautiful building.”

— Danny Sexton, Kissimmee Florist, Kissimmee, FL

Danny Sexton and Bill Cook
Kissimmee Florist in Kissimmee, FL
Steve Roberts, Nell Roberts and Stephanie Walker
Ridge Florist in Sebring, FL
Peter Berden and Ed Oman
Just Originals, Flowers & more in Palm Harbor, FL
Elaine Fulford ~ The Open Rose in Gulf Breeze, FL
Stan Brock ~ La Stan Florist in Ft. Walton Beach, FL
Wayne Folds ~ Mrs. D’s Florist in Lakeland, FL

THE PARTICIPATING FTD FLORISTS INCLUDE:

Sam Hyder; Highland Florist, is interviewed by the local ABC affiliate at his shop in Chattanooga, TN.
MEET YOUR FTD FIELD SERVICE REPRESENTATIVES

TOM BALDYGA

Northern New Jersey, Northeast Pennsylvania and Downstate New York.

This month, I am celebrating my 10th anniversary with FTD! I’ve gained great experience in the past 10 years with FTD Florists.

RESIDENCE

Tom and his wife, Christine, live in Wayne, NJ.

INTERESTS

Tom is a Nationally Certified Massage Therapist! He also enjoys bowling, hiking, and cross-country skiing.

ABOUT THE FIELD...

Tom enjoys meeting and interacting with the people who make the floral industry work – the FTD Florists.

“What I enjoy the most, is that after 10 years of being in the industry, I’ve developed and continued to develop, relationships with FTD Members. These become friendships based on trust. It makes my job more rewarding because I have the opportunity to help these friends make decisions that strengthen their business.”

FTD Florists Online

CONSUMERS RESPOND TO NEW HOMEPAGE DESIGNS

FTD FOL offers Members a link to consumers who are logged on. Here are some of the benefits we offer:

• Flexible homepage designs - five different styles, seven different versions of each style, a total of 35 different design options
• All orders come to your shop as 100%, full value orders
• FTD automatically updates the sites with seasonal and holiday products, and also updates your site with FTD branded items you have purchased
• Add your custom touch - your site can contain your shop logo, custom designs, special offers and individualized text - it’s all up to you
• No internet access required - all orders arrive at your shop via the Mercury Network

Your customers are commenting on your FOL sites.
Here’s what they are saying:

“I like the new design MUCH better - it is easier to browse through.”
— Consumer’s comment on DJ’s Clearwater-Largo Florist

“The new site is great. The site is easy to use and tells me everything that I need to know. Thanks for the new site, I’ll be using it again!”
— Consumers’ comments on The Flower Factory

“Your web site is wonderful.”
— Consumers’ comments on West Hollywood Florist

For more information regarding FOL, contact Florists Online via: email: floristsonline@ftdi.com, Mercury GEN: 90-8418AA, fax: 630-719-4804 or phone: 800-576-6721.
As an FTD Member, you qualify for a special discounted price on the floral industry’s #1 magazine —

**FLORISTS’ REVIEW**

the indispensable monthly magazine for professional florists

A year’s worth of business, marketing, and creative design ideas all for less than the price of one dozen roses!

Each issue is packed with:

- practical yet imaginative floral design ideas
- step-by-step full color “how to’s”
- clever marketing and merchandising ideas
- profiles of “real” florists who share their secrets for success
- useful up-to-date advice from the brightest retail experts
- special reports on:
  - weddings
  - permanent botanicals
  - home decor
  - giftware and gourmet
  - containers

Florists’ Review now can be billed through your FTD Clearinghouse Statement! Check this month’s statement stuffer to subscribe or call Marci at 800-367-4708 and give her your FTD Member number.
The 2002 Convention & Trade Fair celebrates the renewed commitment to our mutual success. With the dedication of the best florists in the industry...

In order to kick-off this special event, the first 500 Accommodations at the Opryland Hotel for Saturday membership — a value of $340.00.) Look for the registration form and return to fax 630-515-4183 or register online.

We at FTD are organizing this exciting event for the best in educational programming, business workshops & design seminars, awards presentation, entertainment, trade fair shopping, food and all of the following...

Business Workshops & Design Seminars

Teamwork Luncheon

Special Guests

Awards Presentation

Shop 

All scheduled events are included in the $199 per person, a $750 value. Register first 500 members and receive accommodations at the

FREE ROOMS!
CONVENTION AIR
August 3-5, 2002
Opryland Hotel, Nashville, Tennessee

long-standing partnership between FTD and FTD Florists with a
the strength of the mostly widely recognized brand in the industry
ALL of us at FTD are truly A League of Our Own.

0 members to register will receive FREE Convention
Saturday, August 3 & Sunday, August 4, 2002! (One free room per
ation form in your current Clearinghouse Statement. Complete the
ister online at WWW.FTDI.COM.

nt for our teammates, FTD Florists. Join us
business development, member networking,
fun...Your convention registration includes
events...and more!

ncheon with
st Speaker

R ound ta ble
D isc us sions

m &
mt

C e le b r at ion
P a r ty

the special convention registration rate of
ster now to ensure you’re one of the
ive two nights of convention
he Opryland Hotel FREE!

QUESTIONS?
Email
convention2002@ftdi.com
or phone
800-788-9000, ext. 6240.
As promised, FTD’s increased presence in both television and print advertising — including prime time spots — has been met by an incredible consumer response for both Thanksgiving and Christmas.

For both holidays, Marketplace tracked a substantial increase in the demand for FTD’s branded T1 product, the FTD® Autumn Splendor™ Bouquet and C1 product, the FTD® Holiday Celebrations™ Bouquet, and we found many shops sold out of all codified products.

As we look forward to another promising holiday, FTD is working hard to help you promote your business. We are pleased to announce another round of high-impact advertising for Valentine’s Day.

Beginning February 6th, FTD will air an exclusive holiday television spot on primetime network and cable television featuring V1, The FTD® Lasting Romance™ Bouquet. We will enforce this heavy TV schedule with national print ads featuring V1 and a florist call to action, “Valentine’s Day is approaching. Visit your local FTD Florist Now.” You’ve asked us for national advertising with high reach and impact — we are delivering!

This exciting advertising program will drive consumers to FTD Florists for FTD Branded product. Ensure customer satisfaction by having plenty of V1 product on hand — call FTD Marketplace for all your FTD product needs.

FTD ADVERTISING DRIVES BUSINESS TO MEMBERS!

CO-BRAND WITH THE FTD LOGO

ORDER FTD 2003 WALL CALENDARS NOW!

- Drive business into your shop by using calendars as giveaways
- Place wall calendars in neighboring businesses where potential customers shop
- Mail to loyal customers to ensure repeat business
- Customize the calendars with your shop imprint or logo

For a variety of other co-branding promotional tools, call FTD Marketplace at 800-767-4000.

2003 WALL CALENDARS Minimum order: 100

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<tr>
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<td>$.75 / $1.13</td>
<td>$.70 / $1.05</td>
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<td>$.64 / $.96</td>
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<tr>
<td>1,000 - 4,900</td>
<td>$.64 / $.96</td>
<td>$.61 / $.92</td>
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<tr>
<td>5,000 &amp; UP</td>
<td>$.60 / $.90</td>
<td>$.58 / $.87</td>
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NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet minimum order quantities. Use CDN prices for French calendars when calculating costs.

2003 WALL CALENDAR ENVELOPES Minimum order: 100

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<th>QTY</th>
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<td>$.09 / $.14</td>
</tr>
<tr>
<td>200 &amp; UP</td>
<td>$.15 / $.23</td>
<td>$.09 / $.14</td>
</tr>
</tbody>
</table>

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FTD welcomed members to headquarters last month to conduct brainstorm sessions, review research and share thoughts on several FTD divisions, including Marketplace product, the FTD Selections Guide, FTD.COM and more!

• Reviewed consumer research conducted in 20 U.S. and Canadian cities.
• Determined initial concepts for the Spring 2003 line!
• Evaluated a survey on the FTD Selections Guide, which nearly 2,000 members participated in!
• Took a sneak peak at a new line of logo apparel!
• Operated and provided feedback on FTD.COM, exploring its benefits!

Nancy Griemann of Richfield Floral & Gardens, Inc. reviews concepts for 2003.

Danny Sexton and Celiane Berthiaume listen to presentations offered by several FTD departments.

YOUR FTD PRODUCT ADVISORY GROUP INCLUDES:

Christine Hoogasian
Hoogasian Florist in San Francisco, CA

Keith Hill
Beaverton Florists, Inc. in Beaverton, OR

Danny Sexton
Kissimmee Florist in Kissimmee, FL

Carol Bice (unable to attend)
Bice’s Florist Inc. in Hurst, TX

Colleen Parker (unable to attend)
Carithers Flower Shop, Inc. in Marietta, GA

Karen Koven
Karen’s Floral Expressions in Bolingbrook, IL

Nancy G.riemann
Richfield Floral & Gardens, Inc. in Richfield, MN

John and Linda Hutchinson
Hutchinson’s Flowers, Inc. in Skyesville, MD

Tyann Mooney
Cremer Florist & Greenhouses in Hanover, PA

Joseph G.riggs
Candlelle Florist in Stratford, NJ

Celiane Berthiaume
Floral Design in Sainte Marie, Quebec, CN

David Heroman
Heromans in Baton Rouge, LA
FTD AND TGI FLOWERS CELEBRATES 2000TH WINGS INSTALLATION

TGI Flowers, located in Henderson, Nevada, has a special outlook on the floral business. Owner Roxanna Sullivan, believes that flowers are food for the soul. “When customers come into my shop, they may be happy or hurting but in either case, flowers is how they chose to express themselves.”

The connection between soothing the soul and FTD Mercury Wings’ technology is not really that big a stretch. When asked why she decided to automate TGI Flowers with a Mercury Wings system, Roxanna said that she and her husband Kurt, realized they needed a two pronged approach to best service their customers.

When the Sullivans took the technology plunge, they jumped right in! They purchased the full Wings system, including the newly released Point of Sale option that first became available in November. TGI’s system was installed right after Thanksgiving.

“We’ve optimized many parts of our business. Quality products and excellent service were already integral ingredients in our core business. And our creative staff is great – a mix of very experienced designers and new apprentices with fresh ideas.

“Our goal is to enchant our patrons with our floral designs – and service them well with efficient business practices.”

FTD Mercury Technology welcomes TGI Flowers into the Wings Family. For a FREE no-obligation consultation on Mercury Advantage™ or Mercury Wings™, call 800-767-3222 today!

START THE NEW YEAR OFF RIGHT!

Mercury Advantage Add-on Sales Promotion!

Are you taking advantage of all the software currently available to you?

- Take even greater control of the financial side of your business, and implement our complete accounting package today!

- Buy AP and GL — Receive Payroll/Timeclock Add-on Module Free. **$600 value.**

- Don’t take another bad address — just in time for Valentine’s Day! Receive 10% off Zapit! Address Verification & Delivery Module.*

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**To take advantage of these promotions, contact Technology sales at 800-767-3222 by January 31, 2002.**

**UPCOMING EVENTS**

Wings User Meetings 2002
August 2 – Nashville, TN

Mercury Advantage Technology Events 2002
8.0 Roadshow Continues in January
January 6 – Whippany, NJ
January 14 – Atlanta, GA
January 29 – St. Louis, MO

Users Conferences For 2002
March 3-5 – Site TBD
August 2-3 – Nashville, TN

Additional dates will be announced as they become available.

*To take advantage of these promotions, contact Technology sales at 800-767-3222 by January 31, 2002.
FTDI.COM CONTEST:
WIN FREE LEVEL C WEBSITE UPGRADE AND 1 YEAR OF FREE SERVICE (NO MONTHLY FEE) FROM FTD FLORISTS ONLINE!
Visit FTDI.COM to answer the following question and you'll automatically be entered to win a FREE Level C website upgrade and 1 year of FREE Service (no monthly fee) all courtesy of FTD Florists Online!

QUESTION: How many new FTD Florist's Online (FOL) Homepage Designs are available for Level A, B or C websites?

ANSWER: A. 5 B. 1000 C. 1 D. 300

Contest deadline is midnight of JANUARY 31, 2002.
One winner will be chosen from all correct entries.

This Level C website upgrade and maintenance is valued at more than $1260! You can view all the NEW homepage design options by going to http://www.ftdi.com/ftdfloristsonline/homepagedesigns.htm

For more information on the benefits of FTD Florists' Online and descriptions of website levels, visit http://www.ftdi.com/ftdfloristsonline.

CONGRATULATIONS!
The November FTDI.COM contest winner was Bagoy's Florist in Anchorage, Alaska!

Bagoy's Florist will be receiving FTD Apparel with FREE shop name custom embroidery and FTD logo shop supplies. The prize package includes 12 3-Pocket Aprons, 6 Denim Shirts, 6 Polo Shirts, 12 Hats, 12 Sweatshirts, the FTD Neon Clock and the 3' x 5' FTD indoor/outdoor mat. Total prize worth more than $1,000!

‘Florist Designed’ & ‘XX’ Product Code Bouquets — What are they?

FLORIST DESIGNED BOUQUETS
In response to florists’ requests, in April of this year FTD.COM added “Florist Designed” bouquets as a product selection and they have been a smashing success. However, since it was not originally included in the FTD Selections Guide, some florists have asked for additional information.

When FTD.COM customers can’t decide which bouquet to send, the FTD® Florist Designed Bouquet comes to their rescue. Consumers can choose from three price ranges of $39.99, $49.99 or $59.99 and are told a talented FTD Florist will design something special using the season’s best flowers. No carnations can be used in creating Florist Designed Bouquets.

The FTD® Florist Designed Bouquet is a terrific benefit for FTD Florists, since florists select the flowers and container for this bouquet based on what they currently have in stock. It also provides the designer more flexibility and the opportunity to be more creative, letting their true design style and talent be utilized. Also, during busy holidays, florists can utilize any pre-made arrangement, of the same value, that they may have available. When you receive these orders, please remember to fill them to value and do not use carnations in FTD Florist Designed Bouquets.

XX PRODUCT CODE BOUQUETS
Based on florist feedback and customer demand, FTD.COM has created some bouquets. With these products, the ‘XX’ in front of the four-digit product code denotes the product cannot currently be found in the FTD Selections Guide.

Below you will find a listing of the top XX product code bouquets. For a complete list of products, including descriptions, go to the FTD.COM Web site and look under the FTD.COM section.

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<th>Item #</th>
<th>Name</th>
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<tr>
<td>XX6026</td>
<td>Half Dozen</td>
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<tr>
<td>XX6212</td>
<td>1 Dozen Roses</td>
<td>$64.99</td>
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<tr>
<td>XX6224</td>
<td>2 Dozen Roses</td>
<td>$74.99</td>
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<tr>
<td>XX6236</td>
<td>3 Dozen Roses</td>
<td>$104.99</td>
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<tr>
<td>XX622P</td>
<td>FTD Celebrate the Day</td>
<td>$124.99</td>
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<tr>
<td>XX6266</td>
<td>FTD Unity Bouquet</td>
<td>$49.99</td>
</tr>
<tr>
<td>XX6021</td>
<td>FTD St. Pats Bouquet</td>
<td>$35.99</td>
</tr>
<tr>
<td>XX6022</td>
<td>FTD Florist Designed</td>
<td>$39.99</td>
</tr>
<tr>
<td>XX6023</td>
<td>FTD Florist Designed (large)</td>
<td>$49.99</td>
</tr>
<tr>
<td>XX6024</td>
<td>FTD Florist Designed Basket</td>
<td>$39.99</td>
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<td>XX6025</td>
<td>FTD Florist Designed Basket (large)</td>
<td>$59.99</td>
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<tr>
<td>XX6026</td>
<td>FTD Holiday Florist Designed</td>
<td>$39.99</td>
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<tr>
<td>XX6027</td>
<td>FTD Holiday Florist Designed (large)</td>
<td>$59.99</td>
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<tr>
<td>XX6028</td>
<td>FTD Best Wishes Bouquet</td>
<td>$41.99</td>
</tr>
<tr>
<td>XX6029</td>
<td>FTD Have A Great Day Bouquet</td>
<td>$41.99</td>
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<tr>
<td>XX6030</td>
<td>FTD Festival of Color</td>
<td>$52.99</td>
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<tr>
<td>XX6031</td>
<td>Sympathy Basket Florist Designed</td>
<td>$49.99</td>
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<tr>
<td>XX6032</td>
<td>Sympathy Easel Florist Designed</td>
<td>$69.99</td>
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<tr>
<td>XX6033</td>
<td>Birthday Balloon Bouquet</td>
<td>$34.99</td>
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<tr>
<td>XX6034</td>
<td>Anniversary Balloon Bouquet</td>
<td>$34.99</td>
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<tr>
<td>XX6035</td>
<td>Get Well Balloon Bouquet</td>
<td>$34.99</td>
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<tr>
<td>XX6036</td>
<td>Congratulations Balloon Bouquet</td>
<td>$34.99</td>
</tr>
<tr>
<td>XX6037</td>
<td>Thinking of You Balloon Bouquet</td>
<td>$34.99</td>
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These products will be incorporated into next year’s FTD Selection Guide.

As always, we are striving to help you make your business more profitable. Continue to contact FTD.COM through e-mail at custserv@ftd.com or send a GEN message to #90-8400AA with any questions or suggestions that can help us help you.
NATIONAL PRINT ADVERTISEMENT
- As seen in Parade and USA Weekend in February! -

LOVE ALERT.

VALENTINE’S DAY IS APPROACHING. VISIT YOUR FTD FLORIST NOW.

FEBRUARY 14TH IS VALENTINE’S DAY. ORDER THE FTD® LASTING ROMANCE™ BOUQUET.