



FTD Newsletter © 2003 FTD

Newsletter

FTD Fresh Flowers Announces Exciting New Time-Saving, Money-Making Program!

Easy to Buy!



Easy to Arrange!



Easy to Display!



JAWS – Just Add Water and Sell!

FTD[®]
freshflowers[®]



Don't miss **FTD Delivers Sweepstakes!** Fabulous prizes available just for sending FTD! See back cover. • **Summer Fling Special!** 100 more rooms for the FTD 2003 Convention and Trade Fair. See the Schedule of Events and Register now on page 7. • **JAWS!** See page 5.

MESSAGE FROM BOB

~Chairman, FTD, Inc.~



Dear FTD Members,

On behalf of everyone at FTD, we hope all FTD Members enjoyed a successful Mother's Day holiday, and I personally Thank You for sending business with FTD!

Many florists partnered with FTD to increase their visibility and maximize top and bottom line growth for the biggest holiday of the year. From co-branding with a multi-million dollar advertising campaign to using time-saving and money-making services like Flowers All Hours and Florists Online at this peak performance time, we are excited to benefit our customers in many areas of their businesses.

We are dedicated to supporting you and look forward to continuing to increase this business relationship through cost-effective and profit-generating products and services. We will continue to ask for your business and hope that through our continued focus on your needs, we will earn it.

As we look towards the summer months, I ask all FTD Members to use this rejuvenating season as a time to review your business strategy and explore new ways to grow your business. Take a look at the ways FTD could be helping your business grow. Join us at The FTD 2003 Convention and Trade Fair on July 18-20, 2003 in Kissimmee, FL to further discover business solutions with FTD Members and every division of FTD. This event includes exciting networking events, innovative education programs and an opportunity to benefit from deals at the industry's largest trade fair. We also are proud to extend the limited FREE room offer in order to assure this is an affordable industry event for you and your fellow employees.

Congratulations to FTD Members filling FTD.COM orders for recent recognition in *Smart Money* magazine. In the May issue, *Smart Money* gave FTD "the best" marks of a study and called spending money with this business as "Worth It". Not only do these tests continue to showcase the efforts of FTD Members, but they also are an incredible testament of the power of the FTD Brand and your representation of the high standards of quality and service that have been built by FTD members for almost a century. See more details on this study on page 11.

We look forward to hearing Member success stories from this year's Mother's Day, and we'll continue to share your feedback with all members and through your Field Business Consultants (FBCs) and our many communication vehicles, such as the monthly Newsletter and FTDi.com. As always, feel free to contact me directly at bnorton@ftdi.com. ■

Thank you for your business,

Bob

Upcoming Events

Visit www.FTDi.COM to view the Industry Events and Education Calendar and much more!

PLEASE NOTE:

✿ The Flowers Canada – Toronto Chapter wedding design program is on Wednesday, May 28, 2003.

For registration information, contact Brenda Jones at 905-471-2501.

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June 6 – 8, 2003

Tennessee State Florists' Association Convention
Nashville Airport Marriott • Nashville, TN

Featured FTD Design Program:

"Comfort Floral: Trends in Color & Design"

presented by FTD Design Instructor Keith White AIFD

For registration information, contact Jerry Hankins at 615-846-4185 or 615-868-8600, or visit the Tennessee State Florists' Association website at www.tnsfa.org.

Look for FTD Team Members Terry Thiel & Chris King.

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June 6 – 8, 2003

New Mexico State Florist Association Convention
Best Western Mesilla Inn • Las Cruces, NM

Featured FTD Design Program: "Vase It"

presented by FTD Designer John Klingel AIFD

For registration information,

contact Jane Terrell at 505-257-2812.

Look for FTD Team Member Jeff Jackson.

•
June 28 – July 1, 2003

Northwest Florists' Association Convention
The Resort at the Mountain • Welches, OR

Featured FTD Design Program: "Garden Gorgeous" presented by FTD Design Instructor Tina Stoecker AIFD

FTD sponsored President's Banquet and Hood River Train Excursion & BBQ

For registration information, contact Lianna Colinge at 877-460-5880.

Look for FTD Team Member Dan Goulet.



Don't miss...



July 18 – 20, 2003

FTD 2003 Convention and Trade Fair
Gaylord Palms Resort • Kissimmee, FL

Member Networking! Education! More than 200 Trade Fair booths! See more information on page 6 & 7!

For registration information, visit www.FTDi.COM or call 800-788-9000 ext. 6240.

MEMBER HIGHLIGHTS

How Do FTD Members Attract Customers to their Business?

FTD offers many marketing vehicles to increase exposure for FTD Members' individual brands. FTD Members are working closely with the FTD team to ensure they are driving more customers to their business through marketing their brand in conjunction with the FTD Brand. For ideas on how to grow your brand and drive customers to your shop visit www.FTDi.COM for FREE advertising and media materials, and be sure to attend the exceptional FTD marketing education programs offered at the FTD 2003 Convention and Trade Fair on July 18-20, 2003 such as "The Marketing Mix" and "Direct Marketing: Cost Effective Ways to Gain and Retain Customers" and "Thirty Ways to Stand Out from the Competition" presented by FTD team members and industry partners.



Bruce's Flower Shop in Norwalk, CT showcases his brand and partnership with FTD through the eye-catching vehicle graphics program offered by FTD. Bruce's Flowers delivery vans drive customers directly to his business through this campaign, which includes his shop name, telephone number and website.

One of Becks Florist in Peoria, IL's marketing techniques includes billboard advertising using their logo and the FTD Brand logo. This catchy advertisement increases brand recognition and drives customers to their business.



FTD technology user Garden Gate Florist in Woodstock, CT uses Mercury Advantage to run their business more efficiently and use innovative marketing programs to increase brand awareness. ■



Christine Durst, Allison Britt and Alyson Hebert showcase their excitement for their partnership with FTD.



Allison Britt shows her technology expertise after attending the Advantage Users Group meeting at the 2002 FTD Convention.

"We attended one of last year's Advantage Users Group meetings to strengthen our knowledge of the Mercury Technology program. Since attending that seminar, we have been able to use key marketing programs to target specific customers and drive new customers to our business as well."

— Allison Britt, Garden Gate Florist

FTD Member Recognizes a Fellow Member for Excellent Customer Service

FTD Member Clifford's in Quincy, MA asked FTD Newsletter to publicly recognize fellow FTD Member Vogue Florist in Richmond, VA for an exceptional quality of member-to-member service with a recent order. ■

"Vogue Florist of Richmond, VA was a delight to work with. Particularly, the day after Valentine's Day, I spoke with an employee who was very professional and accommodating. It was extremely refreshing and very reassuring to know another florist that shares our genuine concern. It's rare in today's fast paced world when one remembers that we in a customer service industry. It was wonderful to deal with Vogue Florist – a florist much like ourselves with dedication to excellence!"

— Barbara A. Varao, Clifford's

Future FTD Florists!



Kayla Tingle

FTD Member and designer for Lawrenceburg Macs Florist and Gifts Carrie Lynn Shelton, has passed along her passion for flowers to her 8-year-old daughter Danielle Shelton. Danielle showcases some of her design work here.

FTD Members Tim and Yolande Tingle owners of American Beauty Florist and Greenhouse in Shelbyville, KY are very proud of their 12-year-old daughter Kayla who recently won the novice division of the Kentucky Florists' Association design competition. Congratulations, Kayla! ■



Danielle Shelton

Send your story to the FTD Newsletter at prdept@ftdi.com.

FTD Education Blooms At Local Events



FTD Design Instructor Tina Stoecker AIFD presented a sympathy program called "Sympathy Sensations".



FTD Design Instructor Jeff Corbin AIFD showcases designs at the South Dakota Florists Association event.

FTD is a proud supporter of state and industry florist events throughout the U.S., Canada and Latin America. For more information on FTD Education Programs, visit the Industry Events and Education resources at www.FTDi.COM, including the event calendar, which features registration information and education program description.

Among participation in many shows, FTD recently joined with the Florists Association of Palm Beach County show, FTD Design Instructor Tina Stoecker AIFD presented a sympathy program called "Sympathy Sensations".

At this year's Illinois State Florists Association Convention, FTD sponsored an exciting design presentation and brunch featuring FTD Design Instructor Keith White AIFD called "Comfort Floral - Trends in Color and Design". Attendees enjoyed the symposium of stylish and creative designs showcased into popular consumer choices.

Attendees at the South Dakota Florists Association Convention enjoyed the FTD design presentation by FTD Design Instructor Jeff Corbin AIFD called "Economical Elegance." This program featured true elegant designs at an affordable price using minimal labor. Corbin featured easy ways to turn ordinary products into extraordinary designs while improving productivity and increasing profits!

Also, don't miss FTD Technology local education events. See page 8 for more details and check www.FTDi.COM for regular updates. ■



FTD sponsored a brunch and education program called "Comfort Floral - Trends in Color and Design" presented by FTD Design Instructor Keith White AIFD at the Illinois State show.



Attendees lined up after the presentation to take a closer look and get photos of the FTD designs at the Illinois State show.



The fully attended FTD brunch at the Illinois State Show.



Don't miss the greatest FTD Education event of the year! The FTD 2003 Convention and Trade Fair features extensive design, business, marketing and technology education programs July 18-20, 2003 at the Gaylord Palms Resort in Kissimmee, FL. View the schedule of events and register online at www.FTDi.COM. See pages 6 & 7 for more information. ■

FTD FRESH FLOWERS

FTD Fresh Flowers Offers the Latest in Floral Efficiency – The JAWS Program – Just Add Water and Sell!

The new exciting time-saving and money-making program provided by FTD Fresh Flowers consists of premade floral bouquets available for FTD Members to "Just Add Water and Sell"! FTD Fresh Flowers offers beautiful bouquets in water shipped in convenient floral Procona® boxes. FTD Members can place the Proconas directly into a rack to sell or take the premade bouquets, cut the stems and place them directly in a vase for easy design.

It's easy! This great new efficiency eliminates overstock, reduces design time and increase productivity.

Also provided by FTD Fresh Flowers are ready for sale Procona racks to display and sell the JAWS bouquets either in your store or in a remote location. Imagine business expansion being so

simple! These Procona racks are perfect for gift shops, hospitals, bookstores, coffee shops, airports or bus/train stations. FTD Fresh Flowers also provides vase towers to accompany the JAWS bouquets for easy display. Customers will find these beautiful bouquets as efficient as you do by simply purchasing the beautifully designed bouquets right there in your store or at your remote location.

Take a look at this exciting new program and imagine expanding profit margins and increasing visibility and velocity with FTD Fresh Flowers new exciting program, JAWS - Just Add Water and Sell.

To explore about how FTD Fresh Flowers can make your shop more efficient and profitable, call 800-366-1383 today. ■



Eliminate Overstock



Expand Your Business

Labor Savings



Beautiful Bouquets



FTD®
freshflowers®



Quality Product

Don't miss **Beyond the Brick and Mortar - Ways to Increase Product Visibility and Profits.** Take a new look at business strategies and visibility objectives beyond the retail shop. View the complete schedule of events online at www.FTDi.COM or call 800-788-9000 ext. 6240. This event offers member networking opportunities, exceptional education programs and the industry's largest trade fair. Register today! ■





JULY 18-20, 2003 • Gaylord Palms Resort & Spa, Orlando, Florida



summer special

**Extended FREE room offer
for the FTD 2003 Convention
and Trade Fair!**

100 MORE ROOMS!

Don't miss...

-  **Exciting Member Networking Opportunities**
-  **Insightful Design, Business, Marketing and Technology Education Programs**
-  **The Largest Industry Trade Fair**
-  **Incredible Offers on FTD Products and Services**
(all included in the low registration price!)

Growing Partnerships, Knowledge and Profits. . . Together

The FTD 2003 Convention & Trade Fair celebrates the successful relationship between FTD Florists and FTD, Inc. through education, communication and networking. This event is the premier opportunity to support the growth of this phenomenal partnership.

summer special.

Extended FREE Room Offer!

The unbelievable FREE room offer has been extended to 100 membership registrations. Register now and receive two nights free hotel accommodations at the Gaylord Palm Resort!

register now!

- Online at www.FTDi.COM • Contact your Field Business Consultant • Fax the registration form to 630-515-4183 • email to convention2003@ftdi.com**
- Call 800-788-9000 ext. 6240**



**Enter To Win
Almost \$50,000 in Prizes!**

See Back Cover for Details.



The Exciting FTD 2003 Convention & Trade Fair

SCHEDULE OF EVENTS

All exciting events from July 18-20, 2003 are included in basic registration fee.

WEDNESDAY, JULY 16

8am – 5pm Education: Mercury Technology User Seminars *(Optional event)*

THURSDAY, JULY 17

8am – 5pm Education: Mercury Technology User Seminars *(Optional event)*

3pm – 5pm Registration Desk Open

FRIDAY, JULY 18

8am – 8pm Registration Desk Open

9am – 5pm Trade Fair Open

9am – 5pm FTD Member Networking Garden Open in Trade Fair

10am – 5pm Education: Business, Design, Marketing and Technology Presentations

4pm – 5pm Roundtable Discussion Groups in Trade Fair

6pm – 7pm “Planting Seeds” Member Networking Cocktail Reception

7pm – 11pm “Growing Together” FTD CEO Presentation & Trade Fair Party and Shopping!
(Food & Beverages included)



SATURDAY, JULY 19

8am – 9am Continental Breakfast in Trade Fair

8am – 9am Roundtable Discussion Groups in Trade Fair

8am – 5pm Registration Desk Open

8am – Noon Trade Fair Open

9am – 6pm FTD Member Networking Garden Open in Trade Fair

9am – 6pm Education: Business, Design, Marketing and Technology Presentations

Noon – 2pm FTD Member Luncheon with Special Guest Speaker

2pm – 6pm Trade Fair Open

7pm – 11pm **“Midnight in the Garden” Gala Dinner & FTD Member Awards Presentation**
(Formal event, black-tie optional)

7pm – 11pm FTD Kids Pizza, Movies & Ice Cream Social
(Optional event for children 3 – 14. Registration required. No additional fee.)



SUNDAY, JULY 20

8am – 9am FTD Member Breakfast in Trade Fair

9am – 10am Roundtable Discussion Groups in Trade Fair

9am – Noon Behind the Scenes Tour of Disney Floral Design Center *(Register early)*

8am – 2pm Trade Fair Open

10am – 11pm FTD Family Disney Day *(Optional event)*

SCHEDULE OF EVENTS SUBJECT TO CHANGE.

For more details on the insightful education programs, member networking opportunities and optional kids programs, view FTDi.COM, call 800-788-9000, ext. 6240 or email convention2003@ftdi.com.



Mercury Technology Offers Local Education Events

Mercury Technology Seminars Head to the Northeast with the **"Learn It, Use It, Profit"** Technology Series

Spring into action! Now that you have reaped the rewards of the busy holidays, invest one hour to "test drive" a Mercury Technology System designed for every size shop. Attend one of the FTD Mercury Technology Education Events to view the systems, ask questions and experiment with Mercury software and hardware.

At these seminars, our Tech Sales team and your FTD Business Consultant will demonstrate how you can save time and MAKE more profit by using technology. In a matter of days, you could be creating marketing tools to bring more sales to your shop and improving your cash flow. ■

Mercury Technology Education Schedule of Events	
May 14	Holiday Inn, Concord, NH
May 15	Center of New Hampshire Holiday Inn, Manchester, NH
May 21	Holiday Inn, Springfield, MA
May 22	Crown Plaza, Hartford, CT
May 27	Sheraton, Braintree, MA
May 28	Holiday Inn Express, Fairhaven/New Bedford, MA
May 29	Crown Plaza, Warwick, RI
June 3	Holiday Inn Acadia National Park, Ellsworth/Bar Harbor, ME
June 4	Holiday Inn By the Bay, Portland, ME

To check for Tech Showcases in your area, visit www.FTDi.COM or call 800-767-3222. More local events are being scheduled every week!



Wings and Advantage Users' Groups Kick-Off FTD Convention in Orlando

Florists with Mercury Wings and Advantage will be gathering in Orlando on July 16 and 17th at the new Gaylord Palms Resort two days before the FTD Convention officially opens. Last year, over 350 FTD florists invested two days to continue to learn ways to maximize shop potential with their technology. This year's seminars are filling quickly! If you haven't already, be sure to sign up for the exciting seminars which take you off-site for focused training, open forums, and member networking opportunities.

Whether you want to explore some new modules or better execute some of the programs that you already use, join fellow florists who are interested in making money through their technology investment. The casual, yet very informative environment is run by professional trainers and knowledgeable florists who share tried and true business building techniques.

Bonus day for Mercury Wings Users! An additional day has been added to the Mercury Wings schedule due to the amount of topics, features and programs to cover! There is no additional charge for the bonus day. ■

Review the complete schedule of events or register online at www.FTDi.COM, or return your Convention Registration form via fax to 630-515-4183. To request a form or for more information, call 800-788-9000 x6240.

FTD Member and Advantage User Awarded Congressional Gold Medal for Small Business



Bill Pensyl,
Charlottesville
Flower Man.

Bill Pensyl, owner of Charlottesville Flower Man bought a dying business after relocating to a new state. Three years later, he was appointed to the Virginia Small Business Council, working closely with Congressman Tom Delay. Pensyl was awarded a Congressional Gold Medal for Small Businesses in the state of Virginia. After Christmas last year, he was amazed to learn that he had been named Virginia Businessman of the Year and will be dining

with President George Bush in early May.

Describing himself as a humble country boy, Pensyl has achieved a lot. Although he has been a florist for over 24 years, his life's dream came true when he bought Charlottesville Flower Man four years ago. FTD shares his story in a recent interview.

Q: You must have been busy with the start up of your flower shop. Why did you get involved in the Congressional Council for Small Business Owners?

A: "I was on a search to understand the dynamics of operating as an independent business owner. The truth is small business people today are challenged by large stores with big buying power and a changing business environment. So we either need to adapt to the change and reach out to our customer or face the consequences.

What I learned is that we can blame the economy and the competitors down the street for sagging business but in reality, as a small business owner, we can make changes and adjust easier than the big businesses."

Q: How have you done that?

A: "I have been fortunate in my life to have others help me. That is what I love about the floral business. Working side by side with other florists has been a joy in my life. FTD has been a huge asset to me also. When I first opened my shop, my vision was to have a fully automated shop operation because I knew what it could do. In the floral shop that I managed for many years, we had an Order Entry and Point of Sale system.

When it came time for me to choose a system, FTD provided strong assets. Chris King, Technology Sales Engineer and Chad Eggeston, my FTD Field Business Consultant, spent a great deal of time with me as I built my business plan. They helped me plan for both my immediate needs and for

growth in the future. I had ideas of how I wanted to run my business and they helped me achieve them through the addition of Mercury Advantage."

Q: What has made Charlottesville Flower Man a successful small business?

A: "That is easy, personal service. I let my customers know that I am there for them. They can reach me via the Web or via the phone. They know that I and any of my wonderful staff want to translate their order into something amazing."

Q: How do you define personal service in your shop?

A: "It starts with taking the order. The staff can concentrate on listening to the customer because their previous orders, preferences and billing information are already available in our Order Entry system. Because we only have to touch the order once, we are organized and can execute well. I look at our Advantage system as an octopus. Its appendages are extra arms that we use in every facet of the business. The system performs the work of four employees."

Q: Some small business owners think technology is a luxury for big shops. What is your view?

A: "In my opinion, the question isn't, "Can you afford to automate". The real question is, "Can you afford not to?" My system paid for itself during the first holiday season because I was able to expand my delivery area to forty miles in each direction. I also cut costs to outside professionals because the software does the work. I spend less in accounting fees and less in printing cost for marketing materials. I can sum up my experience with a little ditty: 'If my computer sings, my telephone rings.' Yes, it did take some work to get my shop automated. But it is like learning to ride a bicycle. You might need training wheels initially but the ride into the sunset is great.

FTD's Mercury Technology has made a big difference in my business. The team has been there every step of the way. They advised me on what to buy and why. The in-store training was excellent. The Support Department is there seven days a week and is very gentle. The User's Group is great opportunity to network with other florists who share ideas. FTD programs and people are a big reason that I have succeeded." ■

ADVANTAGE



Codification Deadline Reminder! Exciting Fall Products - BUY NOW!

Marketplace Codification Deadline June 4, 2003

Get codified for exciting new products from Marketplace for upcoming key floral holidays! See the new Marketplace Buyer's Guide and call 800-767-4000 or shop online at www.FTDi.COM.



Grandparents Day!
The FTD® Thinking of You™ Bouquet



Sweetest Day!
The FTD® Sweet Expressions™ Bouquet



Halloween!
The FTD® Boo-Quet®



Bosses Week!
The FTD® Best Boss® Bouquet



Thanksgiving!
The FTD® Autumn Splendor® Bouquet



MARKETPLACE™



FTD Represents Quality

For more than 90 years, the FTD Brand and logo have represented quality in the floral industry. Quality is a top priority for all FTD Members, as well. The FTD Quality Assurance Program helps ensure that all FTD florists continue to set the standard for quality in our industry. Each month, FTD selects members at random to receive a Quality Assurance test order. These orders are evaluated on several criteria including the evaluation of the floral content and design, delivery time, container, as well as adherence to the FTD substitution policy, in order to uphold the quality of the FTD Brand and 100% customer satisfaction.

The Quality Assurance Committee reviews the results, along with feedback from the consumer. FTD Florists who "pass" receive a certificate of FTD Quality Assurance. For those who "fail", the following steps will be taken:

- The first "fail" evaluation results in a letter to the florist reflecting the test results and notifying the shop that a re-test will be made in the near future.

- The second "fail" evaluation results in a letter to the florist reflecting the test results, publishing of the member number as failing the Quality Assurance test twice in the statement mailing to all members, a fine and a re-test for that shop in the near future.
- The third "fail" evaluation will result in a letter showing the test results, an increased fine, publishing of the member number as failing the Quality Assurance test three times in the statement mailing to all members and may include termination of FTD membership.

FTD encourages all FTD florists to honor and promote the FTD Florists Satisfaction Guarantee and commitment to Quality Assurance. The FTD Quality Assurance Program is a benefit for all FTD florists. Those who uphold the standards of the Brand will be recognized for their dedication and commitment to customer satisfaction and quality. For those florists whose evaluation shows need for improvement, FTD provides feedback as well as the rules and regulations in order for the member to grow customer satisfaction, resulting in growth of business. ■



New Payment Remittance Address for U.S. FTD Members Only

Effective immediately, all payments due to FTD from U.S. Members only should be forwarded to our new remittance address:

FTD, Inc.
36419 Treasury Center
Chicago, IL 60694-6400

REMEMBER

To ensure timely and accurate posting of your payment:

- Enclose payment coupon with check (window envelopes are included with the statement for your convenience)
- Send payment directly to remittance address
- Do not send correspondence with your payment

SEND REPORT OF ORDERS FILLED TO:

P.O. Box 7053
 Downers Grove, IL 60515-7053

SEND ALL OTHER CORRESPONDENCE TO:

P.O. Box 7051
 Downers Grove, IL 60515-7051
 Attn: (appropriate department)



NEW PRODUCT OFFERINGS

FTD.COM recently launched three new products based on florist and customer feedback and the success of similar items.



- #XX-6052 Bear with Chocolates \$35.99
- #XX-6053 Boxed Chocolates (1lb.) \$35.99
- #XX-6054 The FTD® Yellow Ribbon Bouquet \$52.99

THANK YOU FOR YOUR BUSINESS

FTD.COM would like to take this opportunity to thank all FTD Florists for your support throughout the year. Our success at FTD.COM is predicated upon your support and, as quality-driven FTD Florists, you've done an outstanding job of filling our orders and taking care of the customers.

Again, thank you for all your support throughout the year and best of luck this Mother's Day holiday.

If you would like to find out more about receiving FTD.COM orders, simply call our Florist Hotline at 800-554-0993 or send a GEN message to our Customer Service Department, using Mercury code 90-8400AA. ■



WIN FREE MARKETPLACE PRODUCTS!

Enter the May FTDi.COM contest online at www.FTDi.COM, by answering the following question for your chance to win one (1) carton of each codified FTD holiday product for one (1) YEAR, a total U.S. estimated retail value of \$1,200!

Which of the following everyday FTD Branded products has a fresh, new look for 2003?

- A. The FTD® Anniversary Bouquet
- B. The FTD® Birthday Party® Bouquet
- C. The FTD Sunburst® Bouquet
- D. The FTD® Chicken Soup® Bouquet

Congratulations to Nelson's Flower Shop in Plattsburgh, New York!

Nelson's Flower Shop was our March winner and will be receiving the following imprinted Member Marketing Materials FREE of charge!

- 500 Wall Calendars
- 100 Easy Stick Calendars
- 100 Desk Calendars
- 500 Pocket Calendars
- 5 Calendar Display Easels
- PLUS 100 of the NEW Date Books

CONGRATULATIONS! SmartMoney

Congratulations to FTD.COM filling florists for recent recognition in the popular magazine *Smart Money*. The outcome of a test called "Your Money's Worth" showcased FTD.COM was "the best" against 1-800-FLOWERS. The article reads:

"You don't want to goof up sending flowers on Mother's Day. Of the online flower deliveries we tested, FTD.com was the best. Our dozen pink roses were nicely arranged with greens – and came on time. Our message was handwritten, which added a personal touch."

— *Smart Money*, May 2003, page 66.



Delivers Sweepstakes

FTD is Giving Away Almost \$50,000 in Prizes!

Remember to send your orders FTD and be automatically entered into the FTD Delivers Sweepstakes, where you have the chance to win the grand prize...a brand new 2003 Ford Delivery Van. To enter, FTD Florists need to send their orders FTD! No purchase necessary to enter or win.

Send FTD and Win

For each order you, as an FTD Florist, send FTD, your shop will receive an entry into the FTD Delivers Sweepstakes. The more you send FTD, the more entries you will receive. The FTD Delivers Sweepstakes ends May 31, 2003.

Prizes Galore

FTD is giving away almost \$50,000 in prizes. The grand prize is a fabulous brand new 2003 Ford Delivery Van, along with a complete FTD Graphics Package. The Graphics Package includes the production of fully wrapping a delivery van with your shop logo and product images, as well as an interior shelving package.



The grand prize will be given away at the annual 2003 FTD Convention this July in Orlando, FL. Three FTD florists will be chosen at random as first prize winners and will receive a free trip for two to FTD's Convention. Each first prize winner will receive a special key and one of the three keys will open the grand prize 2003 Ford Delivery Van. Other prizes include gift certificates for FTD Marketplace and Fresh Flowers products.

Just Send FTD

The FTD Delivers Sweepstakes began April 1, 2003 and runs through May 31, 2003. For each order you, as an FTD Florist, send during this time period, your shop will receive an entry into the FTD Delivers Sweepstakes. All winners, except the grand prize winner, will be selected, at random, on or before June 14, 2003 and will be notified by telephone. The grand prize winner will be selected at the 2003 FTD Convention. No purchase necessary. A purchase will not improve your chances of winning.

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Sweepstakes is open only to FTD Florists who are legal residents of the U.S. or Canada and whose principal owners are 18 years or older as of the date of entry. Void in New York, Florida, Puerto Rico, Quebec (Canada) and where prohibited or restricted by law. If a selected First Place Prize, Second Place Prize, or Third Place Prize winner is an FTD Florist that is a Canadian resident, such winner must also solve a mathematical skill test administered by telephone at a pre-arranged mutually convenient time in order to claim its prize. Employees and directors of FTD and its affiliates and promotional parties are not eligible. Individuals taking the first prize trips must be legal residents of the U.S. or Canada and must be 18 years or older. Sweepstakes ends May 31, 2003. Sweepstakes is subject to the complete Official Rules, which may be found on www.FTDI.com. Free method of entry available by sending in a 3 x 5 card on which the FTD Florist has printed its shop name, owners name, mailing address, telephone number, and e-mail address (if available) to: FTD Delivers Sweepstakes, c/o FTD, Inc. at 3113 Woodcreek Drive, Downers Grove, IL 60515. All mail-in entries must be postmarked no later than May 31, 2003 and received by June 7, 2003.

**RECEIVE \$3 REBATE (\$4.25 CAN)
FOR EVERY ORDER YOU SEND FTD!**



Complete details about the FTD Delivers Sweepstakes can be found at FTDi.COM or contact Member Services at 800-788-9000 or memberservices@ftdi.com.