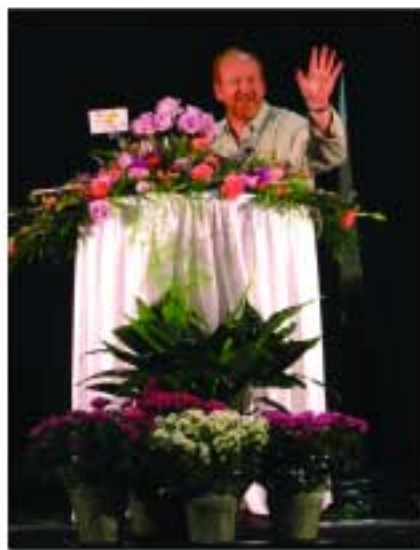


FTD Newsletter

May 2004



FTD Education Drives Member Networking

FTD 2004 Floral Extravaganza
Schedule Highlights

See What's New on FTDi.COM



May 2004 Vol. 45, No. 5

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Message From Bob

CEO and Chairman, FTD, Inc.



Dear FTD Members,

Everyday I talk with FTD Members and am seeing that many of you are experiencing your businesses getting stronger because of your choice to partner with FTD. With 94 years behind us although we are on the right track, our job is not done.

The past few years have built incredible momentum for FTD Members and the FTD Brand. With changes in the industry such as new channels joining the marketplace and competitors coming and going, we are working our hardest for you. The recent investment in the floral industry by Leonard Green & Partners, L.P. demonstrates the strength of FTD as a company and the positive outlook our owners have in the investment they have made. Leonard Green is dedicated to helping FTD and its members grow, and we will do this through our continued efforts to exceed your expectations of FTD as a wire service AND business partner.

With stronger services and better products than ever before, our goals are simple: to use our healthy company to help you become more profitable, to grow your business and to keep you competitive. See for yourself. Call you Field Business Consultant (FBC) today or join more than 3,000 of your fellow FTD Members at the largest FTD Member event of the year, the FTD Convention and Floral Extravaganza taking place July 26-28, 2004 in Las Vegas, NV. Take a look at FTD's Member Services like our Flowers All Hours program, our florist web sites through Florists' Online, our multi-million dollar advertising campaign - all built with your businesses in mind. FTD's latest technology enhancements and new products have been developed with state-of-the-art tools to help you become most efficient at managing your business and building your customer base. Look closely at the Marketplace services such as FTD Fresh Flowers, JAWS bouquets and value priced products. Get codified for major holidays and see orders from our national advertising campaigns driving business to your shops. It's a great time to be FTD.

In this industry you have many choices. FTD is all about choice. Thank you for choosing FTD.

As always, I can be reached at bnorton@ftdi.com.

FTD Upcoming Events

Visit www.FTDi.COM for all FTD events and education programs.

June 4-6, 2004

New Mexico State Florist Association Convention
Best Western Inn & Suites · Farmington, NM
Featured FTD Design Program: "Supporting Creativity with Alternative Mechanics" presented by
FTD Design Instructor Toomie Farris AIFD
For registration information,
contact Melodie Petty at 800-333-6425.
Look for FTD Team Members Jeff Jackson and Steve Sproule.

June 4-6, 2004

Tennessee State Florists' Association Convention
Knoxville Marriott · Knoxville, TN
Featured FTD Design Program: "Ultimate Weddings: A Practical Approach" presented by
FTD Design Instructor Tina Stoecker AIFD.
For registration information,
contact Jerry Hankins at 615-846-4185.
Look for FTD Team Members Bob Mitchell and Terry Thiel.

July 3-7, 2004

AIFD Symposium
New York Hilton · New York, NY
Design Program featuring FTD Design Instructor
John Klingel AIFD, underwritten by FTD.
For registration information, contact AIFD
at 410-752-3318 or visit the AIFD website at www.aifd.org.

July 10-14, 2004

OFA Short Course
Columbus Convention Center · Columbus, OH
Featured FTD Design Program: "Clearly Profitable" presented by
FTD Design Instructor Kathy Mustard AIFD.
For registration information, contact OFA at 614-487-1117,
or visit their website at www.ofa.org.
Look for FTD Team Members Cindy Riffe,
Steve Huebner, Dawn Deran and Doug Parks.

July 16-18, 2004

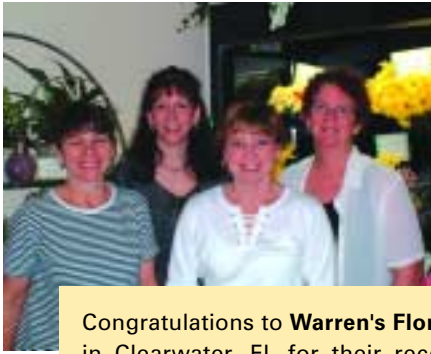
Oklahoma State Florists' Association Convention
Tulsa Convention Center · Tulsa, OK
Featured FTD Design Program: "Gifts of the Earth" presented by
FTD Design Instructor Toomie Farris AIFD.
For registration information, contact the Oklahoma State Florists'
Association at 888-482-4496.
Look for FTD Team Members Donna Spaulding, Terry Thiel
and Celeste McCarthy.

July 23-25, 2004

Arizona State Florists' Association Convention
Hilton El Conquistador Resort & Country Club · Tucson, AZ
Featured FTD Design Program: "Creative Everyday Designs with an Asian Flair" presented by FTD Design Instructor John Klingel AIFD.
For registration information, contact Claire Ortloff at 520-742-1409.
Look for FTD Team Members Jeff Jackson and Steve Sproule.

July 23-25, 2004

Texas State Florists' Association Convention
Renaissance Hotel · Austin, TX
Featured FTD Design Program: "Everyday Designs with the Look of Today" presented by FTD Design Instructor Kim Morrill AIFD.
For registration information, contact the Texas State Florists'
Association at 512-834-0361, or visit their website at www.tsfa.org.
Look for FTD Team Members John Hurd, Cheryl Costello, Joe Arbona, Jayla Love, Terry Thiel and Celeste McCarthy.



Congratulations to **Warren's Florist** in Clearwater, FL for their recent restoration of their shop. Pictured here is Warren's Florist team Denise, Jodi, Marcia Warren (owner), and Jean.



FTD Members at **The Flower Shop Registered** were excited when Prime Minister Paul Martin came in their shop to purchase flowers for his wife. The Flower Shop Registered employee Ginette Henderson helped Mr. Martin select his own cut flowers at the shop.



FTD Members Mickey, Mary Lou Parrott (owner) and Annette from **Batavia Floral Designs** proudly display their partnership with the FTD Brand on their shirts and on their "We Deliver Worldwide Sign".



FTD Members David and Robin Heller of **Flowers by David** in Langhorne, PA worked closely as a central exhibitor at the Philadelphia Flower Show. Their unique display won Best Achievement.



Bob Hatcher, owner of **Hatcher Florist** in North York, Ontario, joins his daughters, "Bunny" Riley and Caitlin, at their shop's Easter holiday celebration. Hatcher Florist has been FTD for more than 80 years.



FTD Canadian FBC Jason Gleaves assisted FTD Member Paul Pedersen of **Pedersen's Florists** by presenting Katarina Ludvigsson, head of the Commercial Floristry program at Olds College, with a scholarship.



Judy's
 Ashland Flower Shop
 Central Point Florist & Gifts
 Grants Pass Florist & Gifts
 1-800-664-1878
judysflowersandgifts.com



Order FTD'S "SOMBUNNY SPECIAL" (Shown Above) this Easter and we will deliver a matching bunny and gift bag to a child in one of our 4 local hospitals free. Send smiles two for the price of one this Easter holiday!



Fremont Flowers and Gifts proudly displays the FTD logo in their shop in many ways including their local time display, their FTD Selections Guide, and FTD Brand signs throughout the shop.

Idea For Your Shop! Owners of FTD Member **Judy's Central Point Florist and Gifts** in Oregon offered a moving promotion in all of their shop locations with the purchase of the FTD Easter Bouquet. All customers who ordered the FTD special received a FREE plush bunny and gift bag to be delivered to a local hospital with a care card from the customer. Great idea!

FTD Announces Exciting Additions to FTD 2004 Floral Extravaganza

The FTD Member event of the year is coming soon! Monday, July 26th kicks off the exciting FTD 2004 Floral Extravaganza, a three-day event filled with insightful education programs, FTD Member networking and the industry's largest trade fair, all at the luxurious Venetian Resort and Casino in Las Vegas, NV. This year, the event takes place July 26-28, 2004 and boasts more than 2,500 attendees – the largest member gathering of the year, and impressive additions such as the headlining act... The Tonight Show's Jay Leno!

Member Networking

The FTD 2004 Floral Extravaganza provides FTD Members with a once-a-year opportunity to network among thousands of fellow FTD Members as well as be recognized. Find all event attendees listed on www.FTDi.COM to find who you'll meet or meet again at this exciting event.

FTD recognizes exceptional FTD Members among their peers at the FTD Member Awards Luncheon taking place in conjunction with the event on Tuesday, July 27, 2004 at the Venetian Resort and Casino. Here FTD Members celebrating landmark anniversaries

will be presented with plaques, and the prestigious FTD Member Awards will be presented. Hundreds of nominations are being considered for the six awards: The John A. Valentine Award, the FTD Lifetime Achievement Award, the FTD Marketing Award, the FTD New Member Award, the FTD Industry Service Award and the FTD Progressive Florist Award.

As the headlining act this year, FTD is proud to bring Jay Leno to perform exclusively for FTD Members at the Gala dinner on Tuesday, July 27th at the Venetian Resort and Casino. This evening with Leno's unique late-night style, a combination of humor, talk and entertainment, will be unforgettable!

On Wednesday, FTD FOCUS, the progressive member networking and education group, offers an exciting business session and gathering at Las Vegas's Ghost Bar, the newest and hottest spot in town. This event will include entertainment for the evening, as well as the opportunity to network with innovative minds in the floral industry.

Also, there is still space available for the FTD Member tours to the

Hoover Dam or through Las Vegas' hot spots! Registration is available online.

Education

Added to a full schedule of quality FTD Education programming by FTD Design Instructors and industry partners, FTD announces that 2004 Interflora World Cup FTD-sponsored participants Deborah De La Flor AIFD, Ivan Moreno and Anne Leeson AIFD, C.A.F.A will display their artwork at the Gala dinner event.

Other creative design programs include FTD Design Instructors Toomie Farris AIFD and Tina Stoecker AIFD presenting a new look at merchandising, and Keith White AIFD and Kim Morrill AIFD sharing their insight on new trends and creating profit with them.

Business seminars promise insight on staffing, search engine marketing, technology and increasing sales. One exciting program not to miss is FTD Design Instructor Jeff Corbin's business take on "The Cent of Flowers" focusing on planning, purchasing and customer service techniques, as well as an international program by FTD Design Instructor John Klingel AIFD.

Mercury Technology Users' Seminars will bring together Advantage and Mercury Users for two-days of hands-on learning. On Saturday July 24th and Sunday July 25th, users will gain a solid foundation in Marketing, Accounting, Order Entry, Email Marketing, and POS - plus much more! Also, NEW additions include Delivery Processing with Mapping, Delivery Confirmation and GPS. Space is limited, but still available – call FTD Mercury Technology today to register.

Shopping Experiences

The Trade Fair at the FTD 2004 Floral Extravaganza will feature more than 100,000 square feet of space filled with quality vendors showcasing products and services bound to help your business grow. Hundreds of vendors such as Smithers-Oasis, Pokon-Chrysal, Syndicate Sales, Ty and Hickory Farms will offer FTD Member specials and opportunities for the most convenient shopping. The show is only open to FTD Preferred Vendors, securing all billing through the FTD Clearinghouse Statement, which is an added convenience for FTD Members.

Don't Miss the FTD 2004 Floral Extravaganza ♠ July 26-28, 2004

The Venetian Resort and Casino, Las Vegas, NV

www.FTDi.COM or convention2004@ftdi.com ♥ 800-788-9000 ext. 6240

Don't miss Jay Leno
— the headlining act at the
2004 FTD Floral Extravaganza!
Register now! Call 800-788-9000
and register with a friendly
FTD representative
or online at www.FTDi.com

Hit the Jackpot with Jay Leno

THE WINNING HAND
FOR YOUR BUSINESS
2004 FLORAL EXTRAVAGANZA
JULY 26-28, 2004
THE VENETIAN RESORT AND CASINO LAS VEGAS, NV

what's **NEW** on **ftdi.com**



FTDi.COM Is FTD Members' Homepage for the FTD 2004 Floral Extravaganza

Every week there is updated news on FTDi.COM about FTD's products, services and exciting events. Lately, FTD Members have been planning their trip to the most exciting FTD Member event of the year through FTDi.COM.

FTDi.COM also allows FTD Members to register simply for any of the exciting events – all at the touch of your fingertips. Be sure to check out the exciting additions such as the FTD FOCUS event, which is taking place on Wednesday, July 28, 2004.

Don't miss the day-by-day schedule of events for the FTD 2004 Floral Extravaganza including the FTD Education seminars and exciting member networking events scheduled each day. Be sure to plan your shopping ahead of time through the alphabetical listing of the quality vendors scheduled to exhibit at the FTD Trade Fair in the Venetian Resort and Casino.

What's NEWS on FTDi.COM? Everything for FTD Members!

NEW! Visit www.FTDi.COM to search what shops in your area or across North and Central America are registered to attend the FTD 2004 Floral Extravaganza. FTD Members are welcome to perform a search by State, Territory or Country and plan networking opportunities before you get to the event!



Attendee Listing!

Member Number:	Shop Name:	City:	State:
12-1204AA	DUCK'S FLOWERS INC	ACTON	IL
12-2042AA	PLUMER FLOREST INC	BERKSHIRE	IL
12-1178AA	NOVAK FLOWERS AND GREENHOUSE	SUDBURYTON	IL
09-2008AA	BOE'S FLOWERS	ADLERSBROOK	IL
12-0288AA	AGAR'S FLORAL EXPRESSIONS	ADLERSBROOK	IL
12-1878AA	THE FLOWER BOX	CARROLLSALLE	IL
12-1814AA	NEW YORK FLOWERS	CHAMPAIGN	IL
12-0944AA	BECKY'S FLORAL DESIGN	CHICAGO	IL
12-0218AA	BORIS FLOWER SHOP INC	CHICAGO	IL
12-0428AA	CITY SCENTS FLOWERS & SUPS	CHICAGO	IL
12-4088AA	THE FLOWER CART INC	CHICAGO	IL
12-4888AA	HYDE PARK FLOREST	CHICAGO	IL
12-1478AA	ASHLAND-HOUSTON FLOREST	CHICAGO	IL



FTD Technology Education Invitation!

Join fellow Mercury Users for the two-day enlightening seminar designed specifically to help you accomplish more with Mercury Technology. These meetings take place Saturday, July 24 and Sunday, July 25 at the luxurious Venetian Resort and Casino in Las Vegas, NV in conjunction with the FTD 2004 Floral Extravaganza (register separately).

Gain a solid foundation in Marketing, Administration, Order Entry, POS and Wire Reconciliation. This meeting will help you generate more profits and increase sales. Learn first-hand about NEW features including Delivery Processing with Mapping, Email Marketing, Delivery Confirmation and GPS.

Visit www.FTDi.COM or call Technology at 800-767-3222 to find out more.

FTD Education Drives Member Networking

Each week, FTD Members gather at local industry events around the U.S. and Canada to network among fellow florists, attend education seminars and shop. With the help of FTD Field Business Consultants and the FTD Education team, creative design, insightful business and progressive technology programs bring national and international education to a local level.

The FTD Design Team is the creative voice of FTD, traveling to local shows and association conventions, showcasing strong programs designed specifically to help FTD Members create profitable and creative solutions in their shops. Be sure to check out FTD Education programs near you by visiting www.FTDi.COM (click on the Events and Education Calendar) or read the Upcoming Events section of the FTD Newsletter.

The largest FTD Education forum of the year is provided at the FTD 2004 Floral Extravaganza. This year's event will take place July 26-28, 2004 at the Venetian Resort and Casino in Las Vegas, NV. The scheduled education programs include design programs on Merchandising and Trends, combination business/design programs and much more.

Two FTD Design Instructors will travel to Melbourne Australia to compete in the prestigious 2004 Interflora World Cup on behalf of FTD in the Fall. These two competitors Deborah De La Flor AIFD and Ivan Moreno, as well as Anne Leeson AIFD, C.A.F.A., will display their works at a special program at the FTD 2004 Floral Extravaganza.

Following are highlights of recent FTD Education Programs taking place at local industry events across North America including South Dakota, Florida, Michigan, Virginia and Oklahoma.

"A Celebration of Life: Today's Sympathy Flowers"

FTD was proud to bring FTD Education to the South Dakota Florists Association in Pierre, SD with the creative design program "Celebration of Life: Sympathy Flowers" by FTD Design Instructor Keith White AIFD. White and FTD received a thoughtful acknowledgement from Patrick Gustaf, AAF, SDCF of Gustaf's Greenery. Gustaf wrote to FTD:

"Thank you and thank you to FTD for sponsoring your program for the South Dakota Florists Association Annual Convention. Your presentation was right on the mark. I was very impressed with your ability to weave educational information and humor in with the beautiful, sellable designs. You made a big impression. You are so personable and you share your knowledge so generously.

I am so appreciative to FTD for consistently supporting the South Dakota Florists Association. You represent FTD well, and programs like this further the value of their product to all the members here in SD."

FTD Field Business Consultant (FBC) in South Dakota Marnie Hedrick represented FTD and the event by introducing FTD Design Instructor Keith White for his program.

"Keith White is an outstanding designer, and he brought new inspiration and new ideas to South Dakota florists," said Hedrick.

"Creative, Everyday Designs"

FTD Education brought florists together at the Virginia Allied Spring Meeting as well as the United Wholesale Florists show in Oklahoma through the FTD sponsored program "Creative, Everyday Designs" presented by FTD Design Instructor John Klingel AAF, AIFD, PFCI. Klingel's pro-

gram enlightened florists and floral designers on the endless possibilities in everyday work. Creatively using FTD Marketplace and fresh floral product, Klingel unveiled innovative design ideas that are sellable, every day, for all occasions. FTD FBCs Bill Winckler and Donna Spaulding attended these shows in their territories, helping on-site to introduce FTD Education in their markets, as well as help showcase FTD products and services.

"FTD Education at local events is inspiring! The florists appreciate the opportunity to learn new techniques from our talented FTD team! At the United Wholesale Florist Show, the attendees really enjoyed John Klingel's program, as well as getting together to network with other florists in the state," said Spaulding. "We continue to look forward to local and national industry networking opportunities in order to grow and strengthen the industry."

"The Virginia Allied Show is an excellent format for area florists to share ideas. I am proud that FTD paves the path for florists to increase sales productively by providing valuable education programs showcasing creativity for everyday operations," said Winckler.

"Gifts of the Earth"

At the Emerald Coast Florist Association in Florida, FTD Design Instructor Toomie Farris AIFD presented "Gifts of Earth", a creative design program where Farris explored the depth of vegetative design. This program gathered Florida florists from across the state to network and enjoy quality education.

"This program was a great win in Florida; the audience was very responsive," said Farris. "It's exciting to be a part of a team where we have the opportunity to personalize our programs to the audience

and really work closely with the FTD Members to drive the best education right into their local market."

"Supersizing Sympathy Sales with Affordable Designs"

At the Wisconsin and Upper Michigan Florists Association Spring Conference, FTD Design Instructor Jeff Corbin AIFD presented on sympathy sales. This insightful presentation again brought together design and business techniques to help profitability and efficiency of florists. FTD FBC Kate Bank proudly introduced Corbin's program and says that WUMFA was welcoming and ready to learn.

"There was a great turnout for Jeff's presentation on sympathy designs," said Bank. "At every FTD Event I attend, I am proud to introduce FTD Education and bring quality design to a local level."

Congratulations to FTD Member WUMFA Spring Design Contest Winners: Joe Divine of **Bel Aire Floral**, Menomonee Falls, WI; Pat Mulleady of **Forth Floral**, Rhinelander, WI; Rhonda Husbye of **Flinn's Flowers**, Escanaba, WI; Julie Kissinger of **Haentze Floral**, Fond du Lac, WI; and Dee Otto of **DJ Custom**, Wind Lake, WI.

FTD Education travels to many cities throughout the year. Upcoming events featuring FTD Education programs include the largest FTD event of the year - the FTD 2004 Floral Extravaganza - as well as the Allied Florists of Houston Meeting and Design Show, Tennessee State Florists' Association Convention, the AIFD Symposium in New York and the Ohio OFA Short Course. Find registration information on each of these in the Upcoming Events section of the FTD Newsletter or online at www.FTDi.COM (click on Events and Education Calendar). Questions? Email education@ftdi.com.



FTD Design Instructor John Klingel AIFD poses with FTD FBC Donna Spaulding and Darrell Bigbee of United Wholesale Florists.



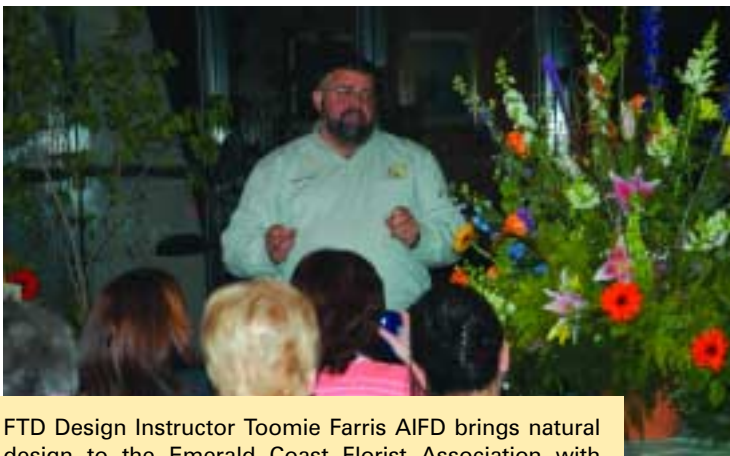
Sympathy Designs from Keith White's presentation at the South Dakota Convention.



FTD Member Alvina Burggraff of **Flowers by Rose** in Sturgis, SD showcases one of FTD Design Instructor Keith White's AIFD creative sympathy design at the South Dakota Convention.



"FTD Design Instructor Jeff Corbin AIFD presents "Supersizing Sympathy Sales with Affordable Designs" at the Wisconsin and Upper Michigan Florists Association Spring Conference.



FTD Design Instructor Toomie Farris AIFD brings natural design to the Emerald Coast Florist Association with "Gifts of The Earth".



FTD Design Instructor John Klingel AIFD prepares for his presentation at the Virginia Allied Spring meeting.

Find FTD Education in your area online at www.FTDi.COM (click on the Events and Education Calendar) or in the Upcoming Events section of the FTD Newsletter.



FTD[®] MERCURY ADVANTAGE[™]

Premier POS Solution

Automate Your Business With FTD Mercury Advantage

- Maintain or reduce labor costs
- Improve designer efficiency
- Reduce costs of doing business
- Achieve maximum profit from every customer relationship (while adding new ones)
- Reduce customer service costs by having up-to-the-minute customer order information

The premier business - building shop management system for maximum productivity.

Mercury Advantage has all the commanding features you need including POS and Internet connectivity, to operate an efficient, profitable business - at an extremely affordable price.



“ As an FTD Mercury Advantage user, I would like to let you know how happy we are with our system and our technical support. The Mercury Advantage system has truly enhanced our ability to function at a more productive level. I appreciate the ability that this system affords us in tracking our sales trends and inventory. ”

Susan M. Moshos, Owner

Aleen's Flowers & Gifts
Bellefontaine, Ohio

*** Home of the Midwest Designer of the Year ***

“ When I first installed the FTD Mercury Advantage system I never thought it would be better than our paper method. Now the system has increased our productivity and sales, and I don't know what I would do without it. ”

Dorothy “Dodi” Ann Wolke, Owner

Ball of Oxford Flowers & Gifts
Oxford, Ohio



To learn more about FTD's Mercury Advantage, the premier POS Solution, call 800-767-3222 or e-mail FTD Technology at technology@ftdi.com.



It Doesn't Get Any Better Than This!

Simplify your entire business, drastically reduce operating costs and maximize productivity with these six integrated premier modules.

Mercury System Interface Suite

Both wire service and web order interfaces automatically route orders received to your Mercury Advantage system.

Productivity

Advantage keeps track of costs of goods and labor. Reports are readily available: average sale, driver analysis, designer costs and more!

Delivery

The system enables you to route orders, use bar codes and priority codes for delivery specifications, analyze delivery or non-deliveries - and that's just the beginning.

Financials

You'll save time by automating your shops financial flow and save money by generating your own unique financial reports.

Marketing

Mercury Advantage arms you with one of the most vital tools in marketing; precise and accessible customer database information.

Order Management

This shop management system speeds service, significantly reduces labor costs and simplifies accounts receivable functions.

Mercury Advantage can:

- Automate Your Transactions
- Streamline and Grow Your Business
- Increase Employee Efficiency
- Improve Productivity
- Simplify Accounting and Sales Analysis
- Build Better Customer Profiles
- Customize Marketing Programs

For a FREE customized quote on a Mercury Advantage system or to arrange a demo, call 800-767-3222 or e-mail FTD Mercury Technology at technology@ftdi.com.

Save Time • Save Money • Boost Sales

**FTD Mercury Technology
The Right Business Solution For You!**



Efficiency Reminder To Report FTD Orders Filled!

For expediency and efficiency in processing your Report of Orders Filled, we need to remind you of the following guidelines and procedures:

DEADLINES

The Clearinghouse Statement cut-off is the last business day of the month. The cut-off for receiving RECs is 11:00p.m. (CST) on the last day of the month and for ROFs it is 3:00p.m. (CST) on the last business day of the month. Due to the Memorial Day Holiday, the cut-off for the ROFs will be Friday, May 28th. This means that

any activity received after these deadlines will be processed and reflected on the June statement.

The deadline for reporting orders and adjustments is 60 days from the delivery date. Any order that could not be processed will be included on the Combined Report under "Confirmation of Orders Filled (Incoming)", at the end along with an explanation.

HOW TO REPORT ORDERS BY MERCURY

Send your phone orders as an 'REC' message.

BY MAIL

If you are not a Mercury User, mail in your Report of Orders WEEKLY to the following address: DP Center, Florists Transworld Delivery, PO Box 7053, Downers Grove, IL 60515-7053

View additional instructions in the manual under Mercury Messages. Direct questions to Mercury Support at 800-669-1000.

If you need to order Envelopes, Report of Orders Filled forms, or Adjustment Forms call Member Services at 800-788-9000.

Send and Receive options are available for efficiency and automation through Mercury Technology. Call 800-737-3222 today to find out more.

TIPS

- Remember to make sure your ROFs have accurate sending members and are legible.
- Avoid Duplication! Do not mail and fax the same orders to avoid duplication.
- Faxing is for emergency use only. We can not guarantee faxes will get on the current statement.

Put FTD to Work for You!

Have you met the FTD Employee? If not, contact your local FTD business consultant (FBC) and have them introduce you. We know your largest cost and biggest headache is labor, so we have developed the perfect solution for you with the FTD Employee.

For only about \$10 a day, you can hire the FTD Employee. This employee works non-stop, seven days a week, 24 hours a day and even holidays by working 365 days a year. The FTD Employee is ready to assist you in growing your business by being fully

trained to get started right on day one.

Remember, the FTD Employee works 365 days a year so your new employee will never be sick or take a vacation. Plus, this employee will start on day one fully trained and not require any additional costs for health benefits. And compared to rising hourly wage costs, the FTD Employee works for only \$10 a day or less!

Contact your local FTD business consultant (FBC) to learn more

about how the FTD Employee can save you time and money, while increasing your revenues and profits.

Hire the FTD Employee to:

- Answer your phones 24 hours a day
- Create and manage your own custom Web site
- Process credit cards and secure low rates
- Cut operational time and build sales through technology



Inspiration. Education. Flora.

Subscribe today to receive all of the above – and then some.

In each issue of Flora, you'll find helpful articles on weddings, sympathy work, merchandising, and the principles and elements of design, along with step-by-step instructions.

Special offer for FTD Members \$16.95 yr (thru 6/30/04)

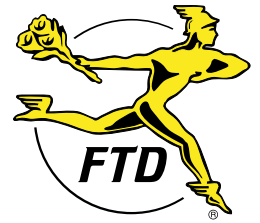
Regularly priced at \$26.95 yr (6 issues)

phone: (800) 732-4331

fax: (312) 739-0739

e-mail: Kbcenflo@aol.com





the EASY FAX BACK form

Value Priced Rose Bouquet

40 CM DOZEN ROSE BOUQUET

COLOMBIAN ROSES

- 12 ROSES 40cm
- 1 FILLER STEM
- 1 GREEN STEM

ITEM # 60DZRO40BD

- Packed 20 bqt per ctn.
- 50% Red / 50% Colors



NEED 7 DAYS ADVANCED ORDERING BEFORE SHIP DATE

*Prices are post Mother's Day Pricing

Delivery Date: _____

FOB Miami \$70.00 ctn. (\$3.50 bqt.)

Delivered Fedex \$99.00 ctn. (\$ 4.95 bqt.)

Fax order to (630) 515-4179 or Call 1-800-767-4000 to reach FTD Marketplace .

Shop Name: _____ Member Code: _____ Contact: _____

Value Priced Flower Orders Experiencing Fast Growth



Generate incremental orders for your shop by codifying for the Value Priced Flower program. Aggressive competitors are bypassing the florist with lower priced flowers shipped directly from the grower. FTD offers you a solution to compete and win in this environment with Value Priced Roses, Single Flower Bouquets and Tulip Bouquets. Additionally, in order to help FTD Members fill Value Program orders, FTD Fresh Flowers offers

incredible deals on fresh flowers to fulfill these orders in a profitable manner.

To codify for these programs contact FTD Directory Services at 1-800-788-9000 or send a GEN message to 90-0258AA.

To get pricing from FTD Fresh Flowers contact FTD Marketplace at 1-800-767-4000.

If you have any questions or comments, please feel free to send them to FTD.COM by GEN

message to 90-8400AA or by calling the FTD.COM Florist Hotline at 1-800-554-0993.

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 Merc. code 90-8400AA.



FTD Marketplace

FTD Launches Into Gardening Product Lines

FTD is pleased to launch the Soils and Amendments Program, a new endeavor in gardening products. This new offering includes a variety of moss as well as all-purpose, tropical and cactus soil. Competitively priced with nationally-known brands, the features and benefits of these

products meet or exceed those available today. Products include Planters Bark, Spanish Moss, Green Moss, Sphagnum Moss, Perlite, Vermiculite, All Purpose Soil, Tropical Soil, Cactus Soil and African Violet Soil. Call FTD Marketplace at 1-800-767-4000 for more details and pricing.





FTD

**Thank You For Sending
Your Orders FTD!**

®