FALL/WINTER 2010

BUYER’S GUIDE
FALL FASCINATION

THE FTD® YOU’RE SPECIAL™ BOUQUET – F1

These eye-catching colors are perfect for fall. Sensational flared glass vase makes arranging a breeze. A great option for all autumn occasions. Vase (6” dia. x 6”h), design grid, care card and FTD logo pic included. Shipping begins July 2010.

September Codification Deadline: July 20, 2010
The Fall Collection will launch on FTD.com in August.
$83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $71.88 ctn. of 12 ($5.99 ea.)

<table>
<thead>
<tr>
<th>FLORAL RECIPE</th>
<th>STANDARD</th>
<th>DELUXE</th>
<th>PREMIUM</th>
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<td>Rust Asiatic Lily stems</td>
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<td>Leatherleaf stems</td>
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<tr>
<td>Salal stems</td>
<td>⅓</td>
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SRPS $39.99 $49.99 $59.99
Delivered SRPS $49.99 $59.99 $69.99

F1 STANDARD
DELIVERED SRP $49.99
13”H x 11”W
three-sided arrangement
Bounty of Beauty

The FTD® Bountiful™ Bouquet – F2
The FTD® Bountiful™ Rose Bouquet – F6
The FTD® Boo-quet® – H1

Keepsake ceramic pumpkin is a harvest favorite, especially for autumn occasions such as Halloween and Thanksgiving. You will automatically be codified for F2 and F6, but you must also purchase Halloween pics to codify for H1. Pumpkin (4¼” dia. opening x 6”oh), lid pic, care card and FTD logo pic included. Shipping begins July 2010.

September Codification Deadline: July 20, 2010
The Fall Collection will launch on FTD.com in August.

$65.88 ctn. of 12 ($5.49 ea.)
2 PLUS: $53.88 ctn. of 12 ($4.49 ea.)
JN 1018

Halloween Pics
Ceramic. 12 each of 2 styles. 3”W x 2”H.
$16.50 ctn. of 24 ($0.70 ea.)
JN 101820

F2 & H1 Floral Recipes Standard Deluxe Premium
Orange 40 cm Roses 5 6 6
Orange Astatic Lily stems 1 2 2
Orange Alstroemeria stems 1 2 3
Red Spray Rose stems 1 2 2
Seeded Eucalyptus stems ½ ½ 1
Red Glycerized Oak Leaf stems 1 1 1
Floral Foam blocks ½ ½ ½
Halloween Pics (H1 only) 2 2 2
F2 SRPS $29.99 $39.99 $49.99
F2 Delivered SRPS $39.99 $49.99 $59.99
H1 SRPS $34.99 $44.99 $54.99
H1 Delivered SRPS $44.99 $54.99 $64.99

F6 Floral Recipe Standard Deluxe Premium
Red 40 cm Roses 5 8 12
Orange Spray Rose stems 2 3 5
Seeded Eucalyptus stems ½ 1 1
Floral Foam blocks ½ ½ ½
SRPS $29.99 $39.99 $49.99
Delivered SRPS $39.99 $49.99 $59.99

Call 1 800 767 4000 or visit www.ftdi.com
Flowers available at: www.FTDFlowerExchange.com

Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate
Stuffers available
2 Plus/buy 2 or more cartons per item
Thanksgiving is Thursday, November 25th

GRACEFUL GATHERINGS

THE FTD® AUTUMN SPLENDOR® CENTERPIECE – F3
Sleek hand-stained wooden planter adds a modern touch to our rich, harvest centerpieces. Planter (9”h x 6”d x 4½”h), hard PVC liner, care card and FTD logo pic included. Must purchase planter and required accessory sets (sold separately below) to codify for F3 and F7. Shipping begins July 2010.

September Codification Deadline: July 20, 2010

The Fall Collection will launch on FTD.com in August.

$71.88 ctn. of 12 ($5.99 ea.)
2 Plus: $59.88 ctn. of 12 ($4.99 ea.)

JN 10199
F3 ACCESSORY SET
Enough ribbon and candles to make 12 centerpieces.
$24.00 ctn. of 12 ($2.00 ea. set)

JN 101920
F7 ACCESSORY SET
 Enough ribbon, berry pics, lotus pods and candles to make 12 centerpieces.
 $68.00 ctn. of 12 ($5.50 ea. set)

F3 STANDARD DELIVERED SRP $59.99
8”H x 14”W all-around arrangement

F7 STANDARD DELIVERED SRP $59.99
8”H x 14”W all-around arrangement

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FTD® – THE FLOWER EXPERTS™

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Stuffers available
2 Plus/buy 2 or more cartons per item
THE FTD® GIVING THANKS™ BOUQUET – F4

Fiery-hued flowers, including orange roses and both rust and orange Asiatic lilies, dazzle the eye in a clear sculpted glass vase that sets off this arrangement to perfection. Vase (5½” w x 3½” d x 9½” h), care card and FTD logo pic included. Vase is also featured in C8, you will automatically be codified for both arrangements. Shipping begins July 2010.

September Codification Deadline: July 20, 2010
The Fall Collection will launch on FTD.com in August.
$83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $71.88 ctn. of 12 ($5.99 ea.)
JN 1020

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<tr>
<td>Rust Asiatic Lily stems</td>
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<tr>
<td>Orange Asiatic Lily stems</td>
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<tr>
<td>Israeli Ruscus stems</td>
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SRPS
$59.99 $69.99 $89.99
Delivered SRPS
$89.99 $99.99 $119.99

Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate
Stuffers available
2 Plus/buy 2 or more cartons per item
RESPLENDENT
ROSES

THE BETTER HOMES AND GARDENS SUNSHINE RICHES™
BOUQUET PRESENTED BY FTD® – F5

Exclusively for Better Homes and Gardens. Roses in three different rich autumn shades are brought together in a footed glass vase to offer a dazzling celebration of harvest beauty. Vase (4 1/4” dia. opening x 9”), care card and FTD logo pic included. Shipping begins July 2010.

September Codification Deadline: July 20, 2010
The Fall Collection will launch on FTD.com in August.
$95.88 ctn. of 12 ($7.99 ea.)
2 PLUS: $83.88 ctn. of 12 ($6.99 ea.)

JN 1036

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<td>Red Hypericum Berry stems</td>
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<tr>
<td>Variegated Pittosporum stems</td>
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$59.99 $74.99 $89.99
Delivered SRP $69.99 $84.99 $99.99

FTD® – THE FLOWER EXPERTS™

Thanksgiving is Thursday, November 25th

FTD® – THE FLOWER EXPERTS™

Call 1 800 767 4000 or visit www.ftdi.com Flowers available at: www.FTDFlowerExchange.com

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Stuffers available 2 Plus/buy 2 or more cartons per item
BRILLIANCE IN BLOOM

THE BETTER HOMES AND GARDENS
SILVER TIDINGS™ BOUQUET
PRESENTED BY FTD® – C1

Exclusively for Better Homes and Gardens. Shining ceramic metallic vase adds festive elegance to this arrangement bursting with traditional holiday charms. Red roses, holly and greens are topped by a festive red cardinal and bow. Vase (5”h x 6”/6”l), accessory set (enough cardinals, pinecones, branches and ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010
$101.88 ctn. of 12 (vase $5.99 ~ accessory set $2.50 ea.)
2 PLUS: $89.88 ctn. of 12 (vase $4.99 ~ accessory set $2.50 ea.)
JN 1021

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<tr>
<td>Red 40 cm Roses</td>
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<td>10</td>
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<tr>
<td>Assorted Christmas Greens</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Variegated Holly</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Salal stems</td>
<td>1</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Iced Branches</td>
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<tr>
<td>Silver Pinecone Pics</td>
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<td>Cardinals</td>
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MERRY & MEMORABLE

THE FTD® HOLIDAY CHEER™ BOUQUET – C2

In a red and gold ceramic drum, this joyful bouquet of lovely red roses, red spray roses, white cushion poms and Christmas greens will make holiday hearts beat faster. The drum will be cherished for many years to come. Drum (5” dia. x 5”h), accessory set (enough drum pics and ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

$83.88 ctn. of 12 (drum $5.99 - accessory set $1.00 ea.)

2 PLUS: $71.88 ctn. of 12 (drum $4.99 - accessory set $1.00 ea.)

JN 1022

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<td>Red Spray Rose stems</td>
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<td>White Cushion Poms</td>
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<tr>
<td>Assorted Christmas Greens</td>
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<td>Drum Pics</td>
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<td>Gold-Edged Red Ribbon</td>
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<tr>
<td>Floral Foam blocks</td>
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Canadian Price/SPR = U.S. Price/SPR x prior month’s average exchange rate

Stuffers available

2 Plus/buy 2 or more cartons per item
HOLIDAY STAR

THE FTD® HOLIDAY CELEBRATIONS® CENTERPIECE - C3
Beautifully festive and topped by a golden star tree topper, this dazzling combination of red roses, variegated holly and Christmas greens shines bright with holiday spirit. The tree topper will be used for years to come! Metal star (6” dia. x 8½”h), design tray, accessory set (enough glass balls and ribbon to make 12 centerpieces), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010
$94.08 ctn. of 12 (star set $6.49 - accessory set $1.35 ea.)
2 PLUS: $82.08 ctn. of 12 (star set $5.49 - accessory set $1.35 ea.)

FLORAL RECIPE

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<tr>
<td>Assorted Christmas Greens</td>
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<tr>
<td>Variegated Holly</td>
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<td>Salal stems (painted gold)</td>
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<tr>
<td>Shiny Red 50mm Glass Balls</td>
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<td>Gold-Edged Red Ribbon</td>
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<td>Floral Foam blocks</td>
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SRPs $44.99 $54.99 $64.99
Delivered SRPs $54.99 $64.99 $74.99

FTD® - THE FLOWER EXPERTS®
C3 STANDARD DELIVERED SRP $54.99 8”H x 10”W all-around arrangement

Call 1 800 767 4000 or visit www.ftdi.com
Flowers available at: www.FTDFlowerExchange.com
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Stuffers available
2 Plus/buy 2 or more cartons per item
The FTD® Season’s Greetings™ Bouquet – C4

Our ceramic sleigh is adorned with a delicate gold and holly pattern. It is loaded with beauty and joy and will be cherished as a holiday keepsake. Red roses and white cushion poms shine among Christmas greens and festive holly. Sleigh (9”w x 6”d, 5” x 3½” design area), accessory set (enough glass balls and ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

$113.88 ctn. of 12 (sleigh $7.99 ~ accessory set $1.50 ea.)
2 PLUS: $101.88 ctn. of 12 (sleigh $6.99 ~ accessory set $1.50 ea.)

JN 1024

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<td>Red Spray Rose stems</td>
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<tr>
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Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate

Stuffers available

2 Plus/buy 2 or more cartons per item
ALL THAT GLITTERS

THE FTD® HOLIDAY TRADITIONS™ CENTERPIECE – C5
THE FTD® HOLIDAY ELEGANCE™ BOUQUET – C10
Utterly elegant gold ceramic vase provides a shining platform for our magnificent holiday arrangements. Vase (5½” dia. x 6”h), care card and FTD logo pic included. Also includes enough apples, pinecones, ribbon and candles to make nine C5 centerpieces and enough pinecones and carding to make three C10 centerpieces. You will automatically be codified for both arrangements.
Shipping begins September 2010.
September Codification Deadline: July 20, 2010
$111.78 ctn. of 12
(vase $5.99 - C5 set $4.10 ea. - C10 set $1.00 ea.)
2 PLUS: $99.78 ctn. of 12
(vase $4.99 - C5 set $4.10 ea. - C10 set $1.00 ea.)

$111.78 ctn. of 12
(vase $5.99 - C5 set $4.10 ea. - C10 set $1.00 ea.)
2 PLUS: $99.78 ctn. of 12
(vase $4.99 - C5 set $4.10 ea. - C10 set $1.00 ea.)
THE BETTER HOMES AND GARDENS HOLIDAY ROSE BOUQUET PRESENTED BY FTD® – C6

Exclusively for Better Homes and Gardens. All manner of festive greens make gorgeous red roses shine all the brighter. Clear glass footed cylinder vase is the ideal vessel for a bouquet brimming with holiday beauty. Vase (5½” dia. opening x 10”h), care card and FTD logo pic included. Accessory set includes enough pinecones and ribbon to make 12 bouquets. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

$98.28 ctn. of 12 (vase $6.99 ~ accessory set $1.20 ea.)
2 PLUS: $86.28 ctn. of 12 (vase $5.99 ~ accessory set $1.20 ea.)

FLORAL RECIPE

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<td>Silver Pinecone Pcs</td>
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LET IT GLOW

THE FTD® SEASON OF JOY™ CENTERPIECE - C7

Holiday hues of red and green gain a new, modern perspective in a sleek hand-stained wooden planter. Roses and carnations nesting among Christmas greens and seeded eucalyptus glow in the light of two taper candles. Planter (9”w x 6”d x 4½”h), accessory set, hard PVC liner, care card and FTD logo pic included. Must purchase both the planter and accessory set (sold below) to codify for C7. Planter also featured in F3 and F7. Multiple uses extend the selling season! Shipping begins September 2010.

September Codification Deadline: July 20, 2010

$71.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $79.88 ctn. of 12 ($6.69 ea.)

C7 ACCESSORY SET

Enough ribbon, glass balls and candles to make 12 centerpieces $32.40 ctn. of 12 ($2.70 ea. set)

FLORAL RECIPE STANDARD DELUXE PREMIUM

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<td>Burgundy Mini Carnation stems</td>
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<td>Seeded Eucalyptus stems</td>
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<tr>
<td>Assorted Christmas Greens</td>
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<td>Matte Gold 30mm Glass Balls</td>
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<td>Matte Gold 50mm Glass Balls</td>
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<tr>
<td>Red Taper Candles</td>
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<td>Gold-Edged Red Ribbon</td>
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Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate

Call 1 800 767 4000 or visit www.ftd.com

Flowers available at: www.FTDFlowerExchange.com

Stuffers available
2 Plus/buy 2 or more cartons per item

September Codification Deadline: July 20, 2010

$71.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $79.88 ctn. of 12 ($6.69 ea.)

C7 ACCESSORY SET

Enough ribbon, glass balls and candles to make 12 centerpieces $32.40 ctn. of 12 ($2.70 ea. set)

FLORAL RECIPE STANDARD DELUXE PREMIUM

<table>
<thead>
<tr>
<th>Item</th>
<th>ST</th>
<th>DX</th>
<th>PR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red 40 cm Roses</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Burgundy Mini Carnation stems</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Seeded Eucalyptus stems</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Assorted Christmas Greens</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Matte Gold 30mm Glass Balls</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Matte Gold 50mm Glass Balls</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Red Taper Candles</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Gold-Edged Red Ribbon</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Floral Foam blocks</td>
<td>½</td>
<td>½</td>
<td>½</td>
</tr>
<tr>
<td>SRP $39.99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivered SRP $49.99</td>
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</tbody>
</table>
BRIGHT WISHES

THE FTD® HOLIDAY WISHES™ BOUQUET – C8

A clear, sculpted glass vase is the ideal vessel for this stunning arrangement starring white oriental lilies and crimson roses against a rich backdrop of Christmas greens and variegated holly. Vase (5 3/4" x 3 3/4" x 9 1/2"H), care card and FTD logo pic included. Also featured as F4, you will automatically be codified for both arrangements. Multiple uses extend the selling season! Shipping begins September 2010.

September Codification Deadline: July 20, 2010

$83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $71.88 ctn. of 12 ($5.99 ea.)

FLORAL RECIPE

| Red 40 cm Roses | 6 | 9 | 12 |
| White Oriental Lily stems | 2 | 3 | 4 |
| Assorted Christmas Greens | x | x | x |
| Variegated Holly | x | x | x |

SRP

| Delivered | $49.99 | $52.99 | $74.99 |
| Delivered SRPs | $53.99 | $57.99 | $84.99 |

C8 STANDARD

DELIVERED SRP $59.99
16"H x 12"W
three-sided arrangement

FTD® - THE FLOWER EXPERTS®
THE FTD® GLAD TIDINGS™ BOUQUET - C9

The tall cylindrical vase with gold band is a reflection of modern elegance suitable for any occasion, all year-round. It’s a dazzling way to express your customers’ glowing sentiments during the holiday season or on special occasions such as anniversaries. When purchasing this item you will also be codified for PIC (everyday version, see pages MP34-35). Vase (3½” dia. x 7½”), care card and FTD logo pic included. Immediate shipping available.

September Codification Deadline: July 20, 2010

$83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $71.88 ctn. of 12 ($5.99 ea.)
JN 1040

<table>
<thead>
<tr>
<th>FLORAL RECIPE</th>
<th>STANDARD</th>
<th>DELUXE</th>
<th>PREMIUM</th>
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<tbody>
<tr>
<td>Red 40 cm Roses</td>
<td>6</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Red Spray Rose stems</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Burgundy Mini Carnation stems</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Assorted Christmas Greens</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Variegated Holly</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>SRP</td>
<td>$39.99</td>
<td>$49.99</td>
<td>$59.99</td>
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<tr>
<td>Delivered SRP</td>
<td>$49.99</td>
<td>$59.99</td>
<td>$69.99</td>
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</table>

FTD® – THE FLOWER EXPERTS™

C9 STANDARD
DELCERED SRP $49.99
16” H x 12” W
three-sided arrangement

SEE THE EVERYDAY VERSION!
MP34-MP35

FTD® – THE FLOWER EXPERTS™

MP34-MP35

FTD® – THE FLOWER EXPERTS™

MP34-MP35
THE FTD® HOLIDAY SURPRISE™ BOUQUET – C11
An exuberant gift for the holidays. The bouquet is nestled in a shiny red ceramic vase and tied with festive ribbon. Vase (4”w x 3”d x 6”h), ribbon, hard PVC liner, care card and FTD logo pic included. Shipping begins September 2010.
September Codification Deadline: July 20, 2010
$74.28 ctn. of 12 ($6.19 ea. set)
2 PLUS: $62.28 ctn. of 12 ($5.19 ea. set)
JN 0922

C11 FLORAL RECIPE

<table>
<thead>
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<th>Item</th>
<th>STANDARD</th>
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<tbody>
<tr>
<td>Red Spray Rose stems</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>White Cushion Pompon stems</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>White Abilsemena stems</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Red Mini Carnation stems</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Assorted Christmas Greens</td>
<td>x</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Candy Canes</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Candy Cane Striped Ribbon (yth.)</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Floral Foam blocks</td>
<td>/</td>
<td>/</td>
<td>/</td>
</tr>
</tbody>
</table>

SRPs $29.99 $39.99 $49.99
Delivered SRPs $39.99 $49.99 $59.99

THE FTD® POINSETTIA PLANTER – C12
Candy cane striped ceramic planter is the perfect complement to the all-time holiday favorite – the precious poinsettia. It’s just not Christmas without #1 Planter (8 3/4” dia. x 7” opening x 5 1/2”h), care card and FTD logo pic included. Shipping begins September 2010.
September Codification Deadline: July 20, 2010
$89.88 ctn. of 12 ($7.49 ea.)
2 PLUS: $77.88 ctn. of 12 ($6.49 ea.)
JN 0928

C12 FLORAL RECIPE

<table>
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<tr>
<th>Item</th>
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<tbody>
<tr>
<td>Red 6” Poinsettia plant</td>
<td>$39.99</td>
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Delivered SRPs $49.99
FALL COMBO PACK FROM FTD®

FTD® You’re Special™ Bouquet (F1)

FTD® Bountiful™ Bouquet (F2)

JN 1028
Includes 6 pieces each (24 pieces total) $179.99 • Codification Deadline July 20, 2010 • Shipping begins July 2010

The Better Homes and Gardens Sunshine Riches™ Bouquet Presented by FTD® (F5)

The FTD® Holiday Celebrations® Centerpiece (C3)

CHRISTMAS COMBO PACK FROM FTD®

FTD® Holiday Celebrations® Centerpiece (C3)

FTD® Season’s Greetings™ Bouquet (C4)

The Better Homes and Gardens Holiday Cheer™ Bouquet (C2)

JN 1029
Includes 6 pieces each (30 pieces total) $265.99 • Codification Deadline July 20, 2010 • Shipping begins September 2010
RADIANT REGARDS

THE FTD® PICK-ME-UP® BOUQUET – PIC
Bright roses and colorful gerbera daisies sparkle with wishes of hope and good cheer in our tall glass vase accented with gold. The vase adds a touch of elegance to everyday bouquets or special occasion arrangements. Vase (3/4” dia. x 7”), care card and FTD logo pic included. Immediate shipping available. This bouquet will be on FTD.com starting in June.

September Codification Deadline: July 20, 2010

$83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $71.88 ctn. of 12 ($5.99 ea.)
JN 1040

FLORAL RECIPE

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<th>STANDARD</th>
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<tbody>
<tr>
<td>Assorted Bright 40 cm Roses</td>
<td>6</td>
<td>9</td>
<td>12</td>
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<tr>
<td>Assorted Gerbera Daisy stems</td>
<td>3</td>
<td>5</td>
<td>7</td>
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<tr>
<td>Solidago stems</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Israeli Ruscus stems</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Leatherleaf stems</td>
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<td>$49.99</td>
<td>$59.99</td>
<td>$69.99</td>
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</tbody>
</table>

Pick-Me-Up® is a registered trademark of Dillon Floral Corporation. Used by FTD under license.
CAPTIVATING COLOR

THE FTD® SO IN LOVE™ BOUQUET – SIL
A clear handcrafted oval vase that features a design of simple, yet stunning elegance and oval handcut accents. This is a romantic gift suitable for use all year-round, no matter what the occasion. Vase (8"w x 3½"d x 8"h), care card and FTD logo pic included. Immediate shipping available. This bouquet will be on FTD.com starting in June.

September Codification Deadline: July 20, 2010
$95.88 ctn. of 12 ($7.99 ea.)
2 PLUS: $83.88 ctn. of 12 ($6.99 ea.)
JN 1005

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<tbody>
<tr>
<td>Iris stems</td>
<td>7</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Red 40 cm Roses</td>
<td>6</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Israeli Ruscus stems</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Variegated Pittosporum stems</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>SRP$</td>
<td>$49.99</td>
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<tr>
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<td>$69.99</td>
<td>$79.99</td>
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</tbody>
</table>

Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate
2 Plus/buy 2 or more cartons per item
**GARDEN FRESH BEAUTY**

**THE BETTER HOMES AND GARDENS SUNBURST™ BOUQUET PRESENTED BY FTD® – 5NB**
Exclusively for Better Homes and Gardens. This green glass vase features a reverse conical shape and an eye-catching handblown teardrop in its clear base. 6"w x 3 1/4"d x 6"h.
$71.88 ctn. of 12 ($5.99 ea.)
2 PLUS: $59.88 ctn. of 12 ($4.99 ea.)
JN 1006
$44.99 DELIVERED SRP

**THE BETTER HOMES AND GARDENS PERFECT ROSE™ BOUQUET PRESENTED BY FTD® – PER**
Exclusively for Better Homes and Gardens. Subtle styling makes this pink glass vase a memorable keepsake. Features an elegantly tapered design and a clear base with a handblown teardrop. 6"w x 3 1/4"d x 6"h.
$71.88 ctn. of 12 ($5.99 ea.)
2 PLUS: $59.88 ctn. of 12 ($4.99 ea.)
JN 1009
$44.99 DELIVERED SRP

**THE FTD® GO GREEN™ BOUQUET – ECO**
Classic green tint is an indication that the vase is made of genuine handmade recycled glass. 4 1/2" dia. opening x 5"h.
$59.88 ctn. of 12 ($4.99 ea.)
2 PLUS: $47.88 ctn. of 12 ($3.99 ea.)
JN 0885
$39.99 DELIVERED SRP

**THE FTD® BIRTHDAY BOUQUET – BDY**
This green ceramic cube is sure to become a customer favorite. Includes “Happy Birthday” tag and striped ribbon. 4" sq. x 4"h.
$70.08 ctn. of 12 (vase $4.99 + accessory set $0.85 ea.)
2 PLUS: $58.08 ctn. of 12 (vase $3.99 + accessory set $0.85 ea.)
JN 0995
$39.99 DELIVERED SRP

---

**BRIGHTEN THEIR DAY**

**THE BETTER HOMES AND GARDENS FRESH BEAUTY THEFT® BIRTHDAY BOUQUET – BTH**
Includes a mix of fresh flowers and a “Happy Birthday” tag.
$71.88 ctn. of 12 ($5.99 ea.)
2 PLUS: $59.88 ctn. of 12 ($4.99 ea.)
JN 1008
$44.99 DELIVERED SRP

---

**EVERYDAY**

**THE BETTER HOMES AND GARDENS FRESH BEAUTY SEASONAL BOUQUET – SEL**
Includes a mix of seasonal flowers and a “Seasonal Greetings” tag.
$71.88 ctn. of 12 ($5.99 ea.)
2 PLUS: $59.88 ctn. of 12 ($4.99 ea.)
JN 1010
$44.99 DELIVERED SRP

---

**MP 38  Call 1-800-767-4000 or visit www.ftd.com**
**Flowers available at: www.FTDFlowerExchange.com**
**Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate**
**Stuffers available 2 Plus/2 or more cartons per item**
**MP 39**
FOR VERY SPECIAL OCCASIONS

**THE FTD® SIMPLE ELEGANCE™ BOUQUET - ELE**
Elegant clear glass vase with silver band is simply gorgeous and suitable for any special occasion. 3¼" dia. opening x 7½".
$83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $71.88 ctn. of 12 ($5.99 ea.)
JN 0955
$64.99 DELIVERED SRP

**THE FTD® PURE REFLECTIONS™ BOUQUET - PUR**
Clear glass vase with gold band is elegant, modern and suitable for use all year long. 4¼" dia. opening x 4½".
$71.88 ctn. of 12 ($5.99 ea.)
2 PLUS: $59.88 ctn. of 12 ($4.99 ea.)
JN 0975
$49.99 DELIVERED SRP

**THE FTD® LOVE AND ROMANCE™ BOUQUET - LOV**
Contemporary ceramic vase makes a perfect romantic keepsake. 4½" dia. x 4½".
$59.88 ctn. of 12 ($4.99 ea.)
2 PLUS: $47.88 ctn. of 12 ($3.99 ea.)
JN 0872
$46.99 DELIVERED SRP

**THE FTD® ANNIVERSARY BOUQUET - ANV**
Lustrous handcut glass vase. 4" dia. x 7½".
$83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $71.88 ctn. of 12 ($5.99 ea.)
JN 0854
$59.99 DELIVERED SRP

EXPRESSIONS OF LOVE

**THE FTD® ANNUAL BOUQUET**
Lustrous handcut glass vase. 4" dia. x 7½".
$83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $71.88 ctn. of 12 ($5.99 ea.)
JN 0854
$59.99 DELIVERED SRP

**THE FTD® FRESH CUT™ BOUQUET**
Contemporary ceramic vase makes a perfect romantic keepsake. 4½" dia. x 4½".
$59.88 ctn. of 12 ($4.99 ea.)
2 PLUS: $47.88 ctn. of 12 ($3.99 ea.)
JN 0872
$46.99 DELIVERED SRP

Call 1 800 767 4000 or visit www.ftd.com
Flowers available at: www.FTDFlowerExchange.com
Canadian Price/SRP = U.S. Price/SRP x prior month's average exchange rate
Stuffers available 2 Plus/buy 2 or more cartons per item

FTD® - THE FLOWER EXPERTS™
FOR THAT SPECIAL SOMEONE

THE FTD® COMPLETE HAPPINESS® BOUQUET - HAP
Olive green glass vase is a perfect base for this uplifting bouquet. 31/4" dia. opening x 6"h.
$77.88 ctn. of 12 ($6.49 ea.)
2 PLUS: $65.88 ctn. of 12 ($5.49 ea.)
JN 0950
$42.99 DELIVERED SRP

THE FTD® BECAUSE YOU'RE SPECIAL® BOUQUET - BYS
Green translucent glass vase with elegant beads. 4" dia. opening x 6"h.
$65.88 ctn. of 12 ($5.49 ea.)
2 PLUS: $53.88 ctn. of 12 ($4.49 ea.)
JN 0940
$39.99 DELIVERED SRP

THE FTD® CELEBRATION BOUQUET - CEL
Modern shape and fun patterns make this ceramic vase a standout. 4" dia. opening x 4"h.
$65.88 ctn. of 12 ($5.49 ea.)
2 PLUS: $53.88 ctn. of 12 ($4.49 ea.)
JN 0972
$44.99 DELIVERED SRP

THE FTD® SWEET DREAMS® BOUQUET - GIRL - SWG
Ceramic vases with baby footprints. 41/2" dia. x 4"h.
$59.88 ctn. of 12 ($4.99 ea.)
2 PLUS: $47.88 ctn. of 12 ($3.99 ea.)
JN 0871 - GIRL
JN 0870 - BOY
$39.99 DELIVERED SRP

THE FTD® SWEET DREAMS® BOUQUET - SW b
Ceramic vases with baby footprints. 41/2" dia. x 4"h.
$59.88 ctn. of 12 ($4.99 ea.)
2 PLUS: $47.88 ctn. of 12 ($3.99 ea.)
JN 0871 - GIRL
JN 0870 - BOY
$39.99 DELIVERED SRP

THE FTD® THANK YOU BOUQUET - TYN
Cute ceramic “Thank You” vase is irresistible. 4" dia. opening x 6"h.
$65.88 ctn. of 12 ($5.49 ea.)
2 PLUS: $53.88 ctn. of 12 ($4.49 ea.)
JN 0940
$39.99 DELIVERED SRP

THE FTD® BIG HUG® BOUQUET – BH
Ceramic vase with adorable 6" plush bear. 31/2" dia. opening x 61/2"h.
$65.88 ctn. of 12 ($5.49 ea.)
2 PLUS: $53.88 ctn. of 12 ($4.49 ea.)
JN 0677
$39.99 DELIVERED SRP

WELCOME NEW BABIES

THE FTD® CELEBRATION BOUQUET - CEl
Modern shape and fun patterns make this ceramic vase a standout. 4" dia. opening x 4"h.
$65.88 ctn. of 12 ($5.49 ea.)
2 PLUS: $53.88 ctn. of 12 ($4.49 ea.)
JN 0972
$44.99 DELIVERED SRP

Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate
Flowers available at: www.FTDFlowerExchange.com
MP 42 Call 1 800 767 4000 or visit www.ftd.com
Stuffers available 2 Plus/buy 2 or more cartons per item
**THINKING OF YOU**

**THE FTD® THINKING OF YOU™ BOUQUET – THU**
Richly colored purple glass vase is a terrific shape for floral design. Design grid included. 5½” dia. opening x 6”h. $83.88 ctn. of 12 ($6.99 ea.)
2 PLUS: $53.88 ctn. of 12 ($4.49 ea.)
JN 0909
$49.99 DELIVERED SRP

**THE FTD® FAITHFUL BLESSINGS™ BOUQUET – FB**
White ceramic vase emblazoned with a metallic-look cross. 3½” sq. opening x 6½”h. $65.99 ctn. of 12 ($5.49 ea.)
2 PLUS: $53.88 ctn. of 12 ($4.49 ea.)
JN 0650
$59.99 DELIVERED SRP

**THE FTD® COMFORT PLANTER – CP**
Ceramic planter with “Comfort” satin ribbon. 7” dia. x 6¾”h. $89.88 ctn. of 12 ($7.49 ea.)
2 PLUS: $77.88 ctn. of 12 ($6.49 ea.)
JN 0685
$42.99 DELIVERED SRP

**ADD A LITTLE SOMETHING EXTRA**

**THE FTD® GODIVA CHOCOLATE GIFT - GDV**
Let your customers indulge themselves and others with Godiva’s® Chocolate Gift Box. This delectable 8-pc. assortment features milk, dark and white chocolate on the outside with indulgent fillings on the inside. To guard against melting, chocolates ship weather permitting. Net wt. 3.4 oz. Kosher. $240.00 ctn. of 24 ($10.00 ea.)
2 PLUS: $216.00 ctn. of 24 ($9.00 ea.)
JN GODIVA
$17.99 SRP

Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate
EVERYDAY COMBO PACKS FROM FTD®

EVERYDAY COMBO PACK #1 – JN 0998
$149.99 - 6 of each

The FTD® Birthday Bouquet (BDY)
The FTD® “Big Hug” Bouquet (BH)
The FTD® Faithful Blessings™ Bouquet (FB)
The FTD® Anniversary Bouquet (ANV)

EVERYDAY COMBO PACK #2 – JN 0999
$169.99 - 6 of each

The FTD® Because You’re Special™ Bouquet (BYs)
The FTD® Thinking of You™ Bouquet (THU)
The FTD® Simple Elegance™ Bouquet (ELE)
The FTD® Comfort Planter (CP)

BABY COMBO PACK – JN 0873
$65.88 - 6 of each

The FTD® Sweet Dreams® Bouquet—Boy (SWB)
The FTD® Sweet Dreams® Bouquet—Girl (SWG)

EXCLUSIVE FTD 100 YEAR ANNIVERSARY COLLECTIBLES

BE A PART OF HISTORY!
Show your FTD pride when you display the black and gold Mercury Man logo commemorating the monumental centennial celebration.
Supplies are limited, so order your exclusive collectibles today!

BLACK ESSENTIAL TOTE
600 denier polyester. Large main compartment with small fabric pockets and a left side pocket.

“OPEN” NEON SIGN
Make sure your customers know that you are open for business from up to 160 feet away.

BLACK MENS’ & LADIES’ TWILL SHIRT
4.5 oz. 55/45 poly/cotton shirt with back box pleat and adjustable cuff. Available in long and short sleeve.

BLACK 30” BIB APRON
7 oz. 65/35 poly/cotton with two lower pockets. Adjustable neck strap. One size fits most.

CLOCK
This 16” round disk is a perfect addition to your design area or showroom.

FLOOR MAT
Mat is constructed of closed-cell PVC sponge and is ideal for the entryway in your shop.

11” BLACK STATIC CLING DECAL
Displaying the FTD logo in your storefront lets customers know you are a quality flower expert.

BANNER
2’ x 3’ vinyl banner is perfect for interior or exterior use.

CALL YOUR FTD MARKETPLACE REPRESENTATIVE AT 1-800-767-4000 FOR DETAILS AND PRICING.
IMPRINT MARKETING MATERIALS

3-STEP EASY ORDER AND CONFIRMATION PROCESS

1. RECEIVE CONFIRMATION
   - 1-2 business days by fax
   - 3-5 business days by mail
   - Rush Orders will not be confirmed unless custom pricing or custom offers are requested.

2. AS A REMINDER...CONFIRMATION PROCESS:
   - You will receive a confirmation of quantity ordered and your imprint/logo by fax within 1-2 business days of your order.
   - Please sign and send the confirmation back within 7 BUSINESS DAYS (or data indicated on confirmation).
   - If you do not sign and return your confirmation by the date indicated, your order will be released to our print department.
   - FTD will not be held responsible for any typographical or quantity errors resulting from your confirmation not being signed and returned. CANCELLATION POLICY: If an imprinted order must be cancelled, it MUST be cancelled on or before the date indicated on your confirmation. FTD will NOT issue credit for your imprint order if not cancelled on or before date indicated.

ORDERING IS EASY

- Decide what you want your Shop Imprint to say. You get a maximum of 5 lines; 50 characters per line (including spaces).
- Have your “My Shop” logo art ready.
- Let us know if you have a Custom Order such as Custom Prices for Everyday Stuffers.
- If you have a Custom Order for postcards, please have it ready when you call.

ARRIVAL TIME & RUSH ORDERS

Standard processing is 4-6 weeks (plus shipping time) for imprinted items and 3-5 working days (plus shipping time) for blank items. Rush orders are available if you desire your products sooner than normal. A $30 rush fee will apply and shipping will be charged at the actual freight rate. Rush orders are subject to individual item shipping schedules and cannot be confirmed in writing. Next-day delivery is not available.

MARKETING MATERIALS

2011 DATE BOOK PRICES (PER PIECE)

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>IMPRINT</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-200</td>
<td>$0.69</td>
<td>$0.64</td>
</tr>
<tr>
<td>400-900</td>
<td>$0.64</td>
<td>$0.59</td>
</tr>
<tr>
<td>1,000-4,900</td>
<td>$0.59</td>
<td>$0.54</td>
</tr>
<tr>
<td>5,000 &amp; UP</td>
<td>$0.54</td>
<td>$0.49</td>
</tr>
</tbody>
</table>

Note: Shipping begins 09/07/10. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities.

2011 CALENDAR PRICES (PER PIECE)

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>IMPRINT</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-300</td>
<td>$0.99</td>
<td>$0.94</td>
</tr>
<tr>
<td>400-900</td>
<td>$0.94</td>
<td>$0.89</td>
</tr>
<tr>
<td>1,000-4,900</td>
<td>$0.89</td>
<td>$0.84</td>
</tr>
<tr>
<td>5,000 &amp; UP</td>
<td>$0.84</td>
<td>$0.79</td>
</tr>
</tbody>
</table>

Note: Shipping begins 09/07/10. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities.

MARKETING TIPS:

- Display them on your counter in the display easel
- Use them as giveaways at your holiday promotional events
- Mail them as holiday thank you’s to enhance your relationships with VIP customers
- Distribute them to corporate lobbies, local businesses, church groups, hospitals, bridal shows and other high-traffic areas to gain wide exposure for your business
- Available in French

FREE display easel with your initial 2011 wall calendar order.

Display easels available. $12.45 each, of 5 ($2.49 ea.)

MP 48 Call 1 800 767 4000 or visit www.ftdi.com

Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate

order online at www.ftdi.com/membermarketing/imprint

MP 49
FALL/WINTER HOLIDAY STATEMENT STUFFERS

MARKETING TIPS:
• Attach one to each outgoing order and enjoy increased sales;
• Slip them into your billing statements—they’re the perfect size;
• Keep a stack on your counter to spark impulse sales.

Fall/winter holiday stuffers prices (per 100)

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>CUSTOM OR FTD PRICES &amp; IMPRINT</th>
<th>IMPRINT</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000-4,999</td>
<td>$8.99</td>
<td>$5.99</td>
<td>$4.99</td>
</tr>
<tr>
<td>5,000 &amp; UP</td>
<td>$6.99</td>
<td>$4.99</td>
<td>$3.99</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size for fall/winter holiday stuffers is 500. Mix and match all fall/winter holiday stuffers in increments of 100 to meet minimum. Custom, FTD prices, imprint and blank orders must separately meet minimum order quantities.

Fall/winter holiday stuffers to cash in on big quantity price breaks!

2010 FALL/WINTER HOLIDAY STUFFERS SRPS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>FTD SRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FALL (F1)</td>
<td>$39.99</td>
</tr>
<tr>
<td>FALL (F2)</td>
<td>$29.99</td>
</tr>
<tr>
<td>FALL (F3)</td>
<td>$44.99</td>
</tr>
<tr>
<td>FALL (F4)</td>
<td>$59.99</td>
</tr>
<tr>
<td>FALL (F5)</td>
<td>$59.99</td>
</tr>
<tr>
<td>CHRISTMAS (C1)</td>
<td>$39.99</td>
</tr>
<tr>
<td>CHRISTMAS (C2)</td>
<td>$29.99</td>
</tr>
<tr>
<td>CHRISTMAS (C3)</td>
<td>$44.99</td>
</tr>
<tr>
<td>CHRISTMAS (C4)</td>
<td>$39.99</td>
</tr>
<tr>
<td>CHRISTMAS (C5)</td>
<td>$39.99</td>
</tr>
<tr>
<td>CHRISTMAS (C6)</td>
<td>$39.99</td>
</tr>
<tr>
<td>CHRISTMAS (C7)</td>
<td>$39.99</td>
</tr>
<tr>
<td>CHRISTMAS (C8)</td>
<td>$49.99</td>
</tr>
<tr>
<td>CHRISTMAS (C9)</td>
<td>$49.99</td>
</tr>
</tbody>
</table>

NOTE: FTD suggested retail prices are in U.S. dollars.
Fall/winter holiday stuffers begin shipping July 12, 2010.

Call us today to take advantage of these amazing, new fall assortments! To order, call 1-800-767-4000.

Call 1 800 767 4000 or visit www.ftdi.com

Canadian Price/SRP = U.S. Price/SRP x prior month’s average exchange rate.

order online at www.ftdi/membermarketing/imprint
**EVERYDAY STATEMENT STUFFERS**

**MARKETING TIPS:**
- Slip them in with customer billing statements
- Attach two or three to outgoing orders
- Leave a bunch on the counter for impulse sales

**SAVE 50% ON ALL EVERYDAY STUFFERS**

**EVERYDAY STUFFER SRPS**

**ITEM**

Go Green™
Congratulations
Because You’re Special™
Birthday Party®
Birthday
Thank You
Pick-Me-Up®
Bouquet-in-a-Bag
Big Hug®
Comfort

**WRITE YOUR CUSTOM PRICES BELOW**

$32.99
$32.99
$32.99
$37.99
$29.99
$32.99
$29.99
$32.99
$15.99
$15.99

**EVERYDAY STUFFER PRICES (PER 100)**

**QUANTITY**

500-900
1,000-4,900
5,000 & UP

**CUSTOM OR FTD PRICES & IMPRINT**

$10.99
$10.99
$10.99

**IMPRINT**

$5.50
$4.50
$3.50

**BLANK**

$8.99
$7.99
$6.99

**NOTE:** Minimum order size is 500. Orders must be in increments of 100. Mix and match everyday stuffers in increments of 100 to meet minimum. Custom, FTD prices, imprint and blank orders must separately meet minimum order quantities.

**SAVE 50% ON EVERYDAY STUFFERS TO CASH IN ON BIG QUANTITY PRICE BREAKS!**

**ITEM**

Faithful Blessings™
Home Sweet Home
I’m Sorry
Baby Gift Bear
Birthday Party®
Birthday
Thank You
Pick-Me-Up®
Bouquet-in-a-Bag
Big Hug®
Comfort

**WRITE YOUR CUSTOM PRICES BELOW**

$32.99
$32.99
$12.99
$32.99
$37.99
$32.99
$32.99
$15.99
$32.99
$32.99

**NOTE:** FTD suggested retail prices are in U.S. dollars.

**Marketings Materials**

**EVERYDAY STATEMENT STUFFERS**

**MARKETING TIPS:**
- Slip them in with customer billing statements
- Attach two or three to outgoing orders
- Leave a bunch on the counter for impulse sales

**EVERYDAY STUFFER SRPS**

**ITEM**

Go Green™
Congratulations
Because You’re Special™
Birthday Party®
Birthday
Thank You
Pick-Me-Up®
Bouquet-in-a-Bag
Big Hug®
Comfort

**WRITE YOUR CUSTOM PRICES BELOW**

$32.99
$32.99
$32.99
$37.99
$29.99
$32.99
$29.99
$32.99
$32.99
$15.99

**EVERYDAY STUFFER PRICES (PER 100)**

**QUANTITY**

500-900
1,000-4,900
5,000 & UP

**CUSTOM OR FTD PRICES & IMPRINT**

$10.99
$10.99
$10.99

**IMPRINT**

$5.50
$4.50
$3.50

**BLANK**

$8.99
$7.99
$6.99

**NOTE:** Minimum order size is 500. Orders must be in increments of 100. Mix and match everyday stuffers in increments of 100 to meet minimum. Custom, FTD prices, imprint and blank orders must separately meet minimum order quantities.

**EVERYDAY STUFFER SRPS**

**ITEM**

Faithful Blessings™
Home Sweet Home
I’m Sorry
Baby Gift Bear
Birthday Party®
Birthday
Thank You
Pick-Me-Up®
Bouquet-in-a-Bag
Big Hug®
Comfort

**WRITE YOUR CUSTOM PRICES BELOW**

$32.99
$32.99
$12.99
$32.99
$37.99
$32.99
$32.99
$15.99
$32.99
$32.99

**NOTE:** FTD suggested retail prices are in U.S. dollars.
**POSTCARDS**

**MARKETING TIPS:**
- As holidays, special events, customer anniversaries and birthdays approach, shoot out a quick reminder.
- Avoid long lead times — order a supply of postcards ahead of time and launch instant promotions.
- Enjoy customized and flexible marketing at a super low price.

<table>
<thead>
<tr>
<th>QUANTITY (100 CARDS)</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 SHEETS (100 CARDS)</td>
<td>$0.095</td>
</tr>
<tr>
<td>200 SHEETS (200 CARDS)</td>
<td>$0.085</td>
</tr>
<tr>
<td>500 SHEETS (500 CARDS)</td>
<td>$0.075</td>
</tr>
<tr>
<td>1,000 SHEETS (1,000 CARDS)</td>
<td>$0.07</td>
</tr>
<tr>
<td>2,000 SHEETS (2,000 CARDS)</td>
<td>$0.05</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size is 100 sheets. Orders must be in increments of 100.

**CUSTOM MAILING POSTCARDS**

**MARKETING TIPS:**
- Use them to say “thanks” or “happy birthday” to loyal customers, vendors and colleagues.
- Stack them on your counter for quick pickup.

**CUSTOM MAILING**

**ONLY $44**

**44¢**

**U.S. EACH**

**$118 ONE-TIME SETUP FEE**

**What could be easier?**

Just keep our colorful postcards on hand, send them out periodically and watch everyday sales soar.

**EVERYDAY POSTCARD PRICES (PER 100)**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>CUSTOM OFFER &amp; IMPRINT</th>
<th>IMPRINT</th>
<th>BLANK</th>
</tr>
</thead>
</table>

NOTE: Minimum order size is 100, except for custom mailing postcards which have a minimum of 100. Custom mailing, custom offer & imprint, imprint only and blank orders must separately meet minimum order quantities. Mix and match everyday postcards in increments of 100 to meet minimum. Custom Mailing customer’s mailing address, custom offer space available, preprinted postal indicia and shop imprint. Custom Offer space available is 6 lines of copy, 15 characters per line. Preprinted postal indicia and shop imprint also available. Imprint only appears on back of postcard blank. Imprint not available.

**DO YOU FIND YOURSELF TOO BUSY TO PROMOTE YOUR BUSINESS?**

**IT’S AS EASY AS 1-2-3!**

1. Just give us your mailing list and logo
2. We’ll add your logo, special offer and indicia
3. We’ll take care of the postage and mailing—and send your sales soaring!

NOTE: FTD will not sell your mailing list to any other company; it will be used for your postcard mailing only.

**EVERYDAY POSTCARD PRICES (PER SHEET)**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 SHEETS (200 CARDS)</td>
<td>$0.05</td>
</tr>
<tr>
<td>500 SHEETS (500 CARDS)</td>
<td>$0.04</td>
</tr>
<tr>
<td>1,000 SHEETS (1,000 CARDS)</td>
<td>$0.035</td>
</tr>
<tr>
<td>2,000 SHEETS (2,000 CARDS)</td>
<td>$0.03</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size is 200 sheets. Orders must be in increments of 100.

**SAVING ON EVERYDAY & 4-UP LASER POSTCARDS**

**SALE ENDS 08/31/10**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 SHEETS (400 CARDS)</td>
<td>$0.095</td>
</tr>
<tr>
<td>200 SHEETS (800 CARDS)</td>
<td>$0.085</td>
</tr>
<tr>
<td>500 SHEETS (2,000 CARDS)</td>
<td>$0.075</td>
</tr>
<tr>
<td>1,000 SHEETS (4,000 CARDS)</td>
<td>$0.07</td>
</tr>
<tr>
<td>2,000 SHEETS (8,000 CARDS)</td>
<td>$0.05</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size is 100 sheets. Orders must be in increments of 100.

**SAVING ON EVERYDAY & 4-UP LASER POSTCARDS**

**SALE ENDS 08/31/10**

4-UP LASER PRINTED POSTCARD PRICES (PER SHEET)

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 SHEETS (400 CARDS)</td>
<td>$0.095</td>
</tr>
<tr>
<td>200 SHEETS (800 CARDS)</td>
<td>$0.085</td>
</tr>
<tr>
<td>500 SHEETS (2,000 CARDS)</td>
<td>$0.075</td>
</tr>
<tr>
<td>1,000 SHEETS (4,000 CARDS)</td>
<td>$0.07</td>
</tr>
<tr>
<td>2,000 SHEETS (8,000 CARDS)</td>
<td>$0.05</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size is 100 sheets. Orders must be in increments of 100.
THE BRIDE’S GUIDE

MARKETING TIPS:
- Include one in your bride-to-be informational packet after your personal consultation
- Watch the local paper for engagement announcements and mail one to each bride-to-be along with a personal note
- Leave them in local bridal shops to create cross-marketing success
- Sprinkle them at local and regional bridal expos

MARKETING TIPS:
- Attach to outgoing orders
- Give one to each walk-in customer
- Stock your booth at home shows & bridal fairs
- Pass them out at any personal appearances, parties or neighborhood street fairs
- Give them to sales reps from newspapers, radio & TV stations
- Include in packets you give to brides, prom attendees, corporate clients
- Belong to a business or merchant association? Bring a handful along to meetings and create instant business

THE BRIDE’S GUIDE PRICES (PER PIECE)

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>IMPRINT</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-400</td>
<td>$0.69</td>
<td>$0.44</td>
</tr>
<tr>
<td>500-900</td>
<td>$0.59</td>
<td>$0.34</td>
</tr>
<tr>
<td>1,000-4,900</td>
<td>$0.49</td>
<td>$0.24</td>
</tr>
<tr>
<td>5,000 &amp; UP</td>
<td>$0.39</td>
<td>$0.14</td>
</tr>
</tbody>
</table>

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities. Imprint appears on front cover.

THE BRIDE’S GUIDE ENVELOPE PRICES (PER PIECE)

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>IMPRINT</th>
<th>BLANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-400</td>
<td>$0.27</td>
<td>$0.10</td>
</tr>
<tr>
<td>500-900</td>
<td>$0.17</td>
<td>$0.10</td>
</tr>
<tr>
<td>1,000-4,900</td>
<td>$0.15</td>
<td>$0.10</td>
</tr>
<tr>
<td>5,000 &amp; UP</td>
<td>$0.12</td>
<td>$0.10</td>
</tr>
</tbody>
</table>

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities.

COUPON MAGNET FEATURES:
- Available with your shop imprint or logo
- Customize up to 4 coupons with your special offers
- 3 lines per offer and 40 characters per line (including spaces)
- Each coupon is 1 3/4” x 1 1/2”

COUPON MAGNET

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 - 400</td>
<td>$0.40</td>
</tr>
<tr>
<td>500 - 900</td>
<td>$0.38</td>
</tr>
<tr>
<td>1,000 - 4,900</td>
<td>$0.35</td>
</tr>
<tr>
<td>5,000 &amp; UP</td>
<td>$0.33</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size for each Business Card Magnet is 300. Orders must be in increments of 100. Blank Business Card Magnets are not available.

COUPON MAGNET

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 - 400</td>
<td>$0.28</td>
</tr>
<tr>
<td>1,000 - 4,900</td>
<td>$0.24</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size is 500. Orders must be in increments of 100. Blank Ruler Magnets are not available.

RULER MAGNET

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 - 900</td>
<td>$0.28</td>
</tr>
<tr>
<td>1,000 - 4,900</td>
<td>$0.24</td>
</tr>
<tr>
<td>5,000 &amp; UP</td>
<td>$0.22</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size is 500. Orders must be in increments of 100. Blank Ruler Magnets are not available.

MAGNETS

BUSINESS CARD MAGNET

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 - 400</td>
<td>$0.26</td>
</tr>
<tr>
<td>500 - 900</td>
<td>$0.24</td>
</tr>
<tr>
<td>1,000 - 4,900</td>
<td>$0.22</td>
</tr>
<tr>
<td>5,000 &amp; UP</td>
<td>$0.21</td>
</tr>
</tbody>
</table>

NOTE: Minimum order size is 500. Orders must be in increments of 100. Blank Ruler Magnets are not available.

Yellow Roses Business Card Magnets (Size: 3 1/2” x 2”)

These handy floral magnets will give your customers a reason to visit or call your shop every time they open their refrigerator or filing cabinet.
JOIN FTD WEBGIFTS® TODAY!
CALL 1-800-767-4000, EXT. 6889
OR EMAIL WEBGIFTS@FTDI.COM

EASY ORDERING via Mercury

Sell online or in your shop

Earn normal sending commission on every order

EXCELLENT BENEFITS:

• Earn normal sending commission on every order
• Selling rebates on every order
• Sell online or in your shop
• Quality brand names your customers will recognize, such as Build-A-Bear®, Eli’s®, Starbucks®, Mrs. Fields®
• Easy ordering via Mercury

EXCEPTIONAL BENEFITS WITH FTD MARKETPLACE™

MAIN BENEFIT: When you display the FTD logo and FTD products, you are aligning your business with one of the most recognized and respected brand identities in the world. Customers will quickly identify the FTD logo with quality and excellence in floral design.

EXCEPTIONAL BENEFITS WITH FTD

NAME RECOGNITION: When you display the FTD logo and FTD products, you are aligning your business with one of the most recognized and respected brand identities in the world. Customers will quickly identify the FTD logo with quality and excellence in floral design.

MEDIA ADVERTISING SUPPORT: When you purchase customized, co-branded products, you benefit from a dynamic national advertising campaign. FTD advertising will make billions of impressions on potential customers through consumer magazines and on the Internet. FTD members are also offered ad opportunities and radio spots to use at their discretion.

LOCAL ADVERTISING SUPPORT: Enjoy your own direct mail campaign with professionally designed collateral, statement graphics, and more that can be customized collaboratively with your input and input. See pages M8-M9.

ONE-STOP SHOPPING: FTD Marketplace offers you the widest variety of competitively priced floral products available through a single source, and our branded products are available exclusively to FTD members. You can order glassware, baskets, fresh flowers, upright arrangements and more by calling 1-800-374-4230. We also offer you powerful business technology. Because true Mercury Technology systems can help your business grow. For more information, call Technology Sales at 1-800-767-3222.

WEBGIFTS® MEAN EASY MONEY:

• Add FTD WebGIFTS products to your website.
• Promote that you are in the gift business. We offer personalized magnets and stuffers that are available at www.ftdi.com/membermarketing/imprint.
• Close the sale and send the orders to 90-0233AA for fulfillment. The vendor will ship the product directly to the gift recipient, displaying your shop’s information.

ORDERING DETAILS

FTD MARKETPLACE™ ORDERING DETAILS & BENEFITS

TO ORDER OR FOR MORE INFORMATION
CALL 1-800-767-4000 - VISIT WWW.FTDI.COM

EXCEPTONAL BENEFITS WITH FTD MARKETPLACE™

RUSH DELIVERY: If you need to receive your product within a short time frame, we are happy to send your order via next day or 2nd day air at your request. You will be charged the cost of air freight.

EXTENDED PAYMENT TERMS: All members in good standing have the option of distributing payments in three equal installments over a 90-day period (orders must total $150 or more). Finance charges apply. Extended payments on all products, including holiday products begin the month the product is shipped. Sorry, extended payment terms are not available for fresh flower purchases.

DEFERRED BILLING: Billing for holiday co-branded purchases will appear on your Clearinghouse Statement the month prior to the holiday.

RETURNS: Prior to returning merchandise, you must call an FTD Marketplace Customer Service Representative at 1-800-767-4000 (option 2) for approval. Full cases of merchandise in their original cartons may be returned within 30 days of receipt of product (does not apply to apparel, gourmet or shop supply). Holiday product must be returned prior to the holiday; no returns will be accepted afterwards. A restocking fee of 35% of the value for each carton with a minimum of $20 per carton will apply. Return of merchandise is the responsibility of the purchasing member. Contacting a representative is very important to ensure you will be properly credited for returned product. If product is refused at time of delivery, there is no guarantee that you will be credited.

DAMAGED MERCHANDISE: If you receive damaged merchandise, contact an FTD Marketplace Customer Service Representative immediately. Damage claims must be made within 24 hours of receipt of product. Please inspect all products upon receipt.

NON-DELIVERED MERCHANDISE: In the event your products have not been delivered, contact an FTD Marketplace Customer Service Representative at 1-800-767-4000 (option 2) and they will initiate a trace.

New Members in Good Standing:

All members in good standing have the option of distributing payments in three equal installments over a 90-day period (orders must total $150 or more). Finance charges apply. Extended payments on all products, including holiday products begin the month the product is shipped. Sorry, extended payment terms are not available for fresh flower purchases.

DEFERRED BILLING:

Billing for holiday products will appear on your Clearinghouse Statement the month prior to the holiday.

RETURNS:

Prior to returning merchandise, you must call an FTD Marketplace Customer Service Representative at 1-800-767-4000 (option 2) for approval. Full cases of merchandise in their original cartons may be returned within 30 days of receipt of product (does not apply to apparel, gourmet or shop supply). Holiday product must be returned prior to the holiday; no returns will be accepted afterwards. A restocking fee of 35% of the value for each carton with a minimum of $20 per carton will apply. Return of merchandise is the responsibility of the purchasing member. Contacting a representative is very important to ensure you will be properly credited for returned product. If product is refused at time of delivery, there is no guarantee that you will be credited.

DAMAGED MERCHANDISE:

If you receive damaged merchandise, contact an FTD Marketplace Customer Service Representative immediately. Damage claims must be made within 24 hours of receipt of product. Please inspect all products upon receipt.

NON-DELIVERED MERCHANDISE:

In the event your products have not been delivered, contact an FTD Marketplace Customer Service Representative at 1-800-767-4000 (option 2) and they will initiate a trace.

New Members in Good Standing:

All members in good standing have the option of distributing payments in three equal installments over a 90-day period (orders must total $150 or more). Finance charges apply. Extended payments on all products, including holiday products begin the month the product is shipped. Sorry, extended payment terms are not available for fresh flower purchases.

DEFERRED BILLING:

Billing for holiday products will appear on your Clearinghouse Statement the month prior to the holiday.

RETURNS:

Prior to returning merchandise, you must call an FTD Marketplace Customer Service Representative at 1-800-767-4000 (option 2) for approval. Full cases of merchandise in their original cartons may be returned within 30 days of receipt of product (does not apply to apparel, gourmet or shop supply). Holiday product must be returned prior to the holiday; no returns will be accepted afterwards. A restocking fee of 35% of the value for each carton with a minimum of $20 per carton will apply. Return of merchandise is the responsibility of the purchasing member. Contacting a representative is very important to ensure you will be properly credited for returned product. If product is refused at time of delivery, there is no guarantee that you will be credited.

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New Members in Good Standing:
Guaranteed Customer Satisfaction

Chrysal stands for top quality products that ensure the optimum flowering and longevity of plants and flowers. Our complete product line meets and exceeds the needs of flowers seamlessly in every stage of their life cycle.

For more on Chrysal Products turn to page 52-53 of the 2010 One Stop Shop!
**Diamond Star** is a Preferred Supplier for the FTD® Luxury Collection

SPECIAL ADVERTISING SECTION

**SNUG-EASE DELIVERY BOXES**

The easiest and safest way to transport flowers, prevent spills and deliver bouquets in style!

Snug-Ease securely holds floral arrangements in vases during transportation and adds great visual appeal to any flower arrangement.

Call 1-800-767-4000 for pricing and to place your order.
STOCK UP ON EVERYDAY GLASSWARE CALL 1-800-767-4000 FOR PRICING

Affordable Elegance by American Floral Container
MADE WITH PRIDE IN THE USA


See complete product line on pages 26-27 of the One Stop Shop Catalog.

A. MORE WATER MORTARBOARD
   Largest water reservoir available. 10” sq. x 2 1/2” h with a 5 1/2” sq. water well. $35.88 ctn. of 12 ($2.99 ea.)
   JN 521MB Matte Black only

B. MBA MORTARBOARD
   Great for all designs. Best in its class. 11” sq. x 2 1/2” h with 5 1/2” sq. water well. $50.28 ctn. of 12 ($4.19 ea.)
   JN 499*** See Chart Below

C. OVAL VASE
   Unique for tabletop arrangements. 5 1/2” w x 5” h x 8 1/2” h. $51.48 ctn. of 12 ($4.29 ea.)
   JN 514*** See Chart Below
   $32.28 ctn. of 12 ($2.69 ea.)
   JN 514MB Matte Black only

D. ROUND DESIGNER VASE
   Holds up to 2 dozen roses. 4 3/4” dia. opening x 10 1/4” h. $57.48 ctn. of 12 ($4.79 ea.)
   JN 517*** See Chart Below
   $35.48 ctn. of 12 ($2.96 ea.)
   JN 517MB Matte Black

E. FLAT ANGLE CIRCLE
   11” dia. with 2 3/4” sq. opening. $50.28 ctn. of 12 ($4.19 ea.)
   JN 512*** See Chart Below

WITH 20 DIFFERENT FINISHES AVAILABLE, WE MAKE IT EASY TO ADD YOUR PERSONAL DESIGNER TOUCH.
7 Day Satisfaction Guarantee from FTD® Flower Exchange—the only 7 day satisfaction guarantee in the wholesale industry. If you are not completely satisfied with the quality and freshness of your FTD® Farm Direct Standing Orders, we will issue a refund or equivalent FX Rewards points.
Just let us know within 7 days of the date of delivery—it’s that easy.
Only FTD® Florists have exclusive access to fill these popular codified products. The beautiful collection of fun, fresh designs is aggressively promoted to consumers by FTD® and Better Homes and Gardens.

Contact your FTD Marketplace Representative at 1-800-767-4000 to place your order.