



September 2008

Dear FTD Florist,

For 100 years, FTD has been a pioneering leader promoting quality throughout the floral industry. With superior business tools, exclusive education programs and innovative quality programs, we are continuously seeking out new ways to improve the customer experience and retain their business with FTD Florists and FTD. In addition, FTD is 100% focused on creating new programs and tools to provide continuous quality improvements for florists.

In May 2008, we previewed the new FTD Quality Star Program. This program provides all shops with a benchmark to show how they compare with all florists in the FTD network. The shops with the highest levels of quality will receive an FTD Quality Star in their monthly statement. We are pleased to launch the program this month and announce that your shop's initial results are now available to you within your September Clearinghouse Statement. Utilizing data from orders in July and August, the FTD Quality Star Program is a great tool that provides a uniformed and consistent measurement of quality across all FTD Florists.

PLEASE NOTE: Your FTD Quality Star data and rating on the report will not be published and is only for your information.

Enclosed in this statement are comprehensive FAQs providing more details about the FTD Quality Rating, a brochure to post in your shop for employees to learn more about FTD's quality programs and the detailed report of your shop's actual data. These materials and other information on FTD's quality initiatives can also be found at www.FTDi.com/quality.

FTD remains committed to helping our members deliver the highest quality products and service. If you have any questions about these FTD quality initiatives, please contact Member Services at 800-788-9000.

Thank you for your business and your continued support of FTD.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Dorion". The signature is fluid and cursive, written in a professional style.

Michael Dorion
Executive Vice President
FTD Florist Business Segment