



FTD Newsletter

August 2004



 **FTD Mercury Soars
To New Levels**

 **Members Share FTD Good Neighbor Day
Success Stories**

 **Holiday Co-Op Advertising Available,
Including New Bridal Program!
Look Inside For Special Offer!**

August 2004 Vol. 45, No. 8

FTD Newsletter © 2004, FTD

Letter from FTD President and CEO

Michael Soenen



Dear FTD Members,

WOW! What a Convention! Congratulations to the more than 3,000 attendees who helped make the FTD 2004 Floral Extravaganza the most successful member event ever. I hope everyone who attended returned with productive business ideas for today, ideas on how they can best prepare their shop for the future, and great friendships with fellow FTD florists and the FTD team.

For those of you who were not able to attend Convention, I presented several key trends in our changing industry and detailed some of our initiatives designed to help you profit from these changes. For all FTD members, I would like to recap these points here.

First, as stated last month, there are several key trends occurring in our industry.

- Flower orders are shifting channels.
 - 30% of orders are now on the internet
 - Over 10% of flower orders are now direct ship
 - Gifts are an increasing percentage of purchases
- The cash and carry business is moving to non-traditional locations.
- The cost of doing business continues to increase.

One primary strategy at FTD is to provide programs that give your business the opportunity to profit from these trends today and to best position you for the future. Specific investments we are making include:

NEW PRODUCTS AND SERVICES

- **Value-Priced Flowers:** The market for low-priced flowers as everyday gifts continues to show tremendous growth. With direct ship competitors now commanding over 10% of the market, we believe that our florists need a similar offer to stay competitive. Our value-priced floral program enables fellow FTD florists to give customers great value and same-day delivery, something our competitors are unable to offer!
- **WebGifts:** Our WebGift customers have the ability to sell the latest gift products online, by benefiting from the relationships FTD has with brand name suppliers. Gifts are an \$80 billion retail category and through this program you can offer gift products to your customers without inventory risk!
- **Floral Rack:** Our members have an option to extend their businesses to non-traditional locations such as grocery stores, mass merchandisers, bookstores and coffee shops. Our floral rack program has had success generating significant revenue for FTD florists participating in the program. We will continue to test the program in 2005 with the goal of helping florists continue to profit from this trend.
- **AdPlus Co-op Marketing:** Along with the above programs, I believe our businesses will grow stronger if we are able to increase our advertising. Starting this Christmas holiday, FTD introduces AdPlus, the industry's leading co-op campaign. Through this campaign, FTD will reward customers who send FTD and advertise FTD products by paying 25% of their media costs! This is an immediate and significant increase in your marketing budget and gives you the opportunity to grow your business significantly.

ENHANCED TECHNOLOGY

- **Delivery Confirmation:** We have heard from many florists that they spend nearly 20% of their time tracking problems associated with order delivery and confirmation. With delivery confirmation rapidly becoming an "expected" service from consumers and our belief that this inefficiency wastes millions of dollars in profits, we provide the most comprehensive and easy to use delivery confirmation and management system in the industry through the launch of Mercury 6.0 and Mercury Advantage 9.0. We have so much faith in this delivery confirmation enhancement that if you are not satisfied, we will actually buy it back from you!
- **Email Marketing:** With the launch of these two new Mercury Technology products, FTD also now provides sophisticated email marketing tools. With nearly 20% of Internet orders being derived from email marketing, this is a great way to profitably increase revenues without adding marketing costs! The tools are inexpensive and will give you access to a significant profit source for the future.
- **Outsourcing Services:** With our Florists Online Web sites, our Flowers All Hours program, credit card program and many other business services, FTD continues to invest in programs that give you access to marketing channels and revenue streams at costs that are significantly below the market. I encourage you to look into these services as potential opportunities to further increase the profitability of your store.

STRONG FTD TEAM TO SERVE YOU

- Two years ago FTD embraced its "Member First" strategy. Since then we have significantly increased our customer service capabilities by almost tripling our customer support organizations. Hopefully, as we continue to serve you better and strive for the best customer experience in the industry, we will further FTD as the most desired partner in the floral business!

PREPARATION FOR TOMORROW

- FTD is already looking to the trends of tomorrow, and as these trends become more clear we will continue to ask for your help in developing the new and innovative ideas that will help position your business for the future!

As we move forward, I encourage you to talk to your Field Business Consultant (FBC) about these cost-reducing, competitive programs and to share any ways that FTD can be the best partner for your business.

Have a great month!



Michael

Check on FTDi.COM
for all FTD's
Education Events

Sept. 11-12, 2004

Midwest Floral Conference
Indianapolis Marriott East • Indianapolis, IN
Featured FTD Design Program: "Clearly Profitable" presented by
FTD Design Instructor Kathy Mustard AIFD
For registration information,
contact Nelda Love at mblove@kconline.com.
Look for FTD Team Members Rob Mellina and Rick Lorch.

Sept. 11-12, 2004

Society of Iowa Florists & Growers Convention
Amana Colonies Holiday Inn • Amana Colonies, IA
Featured FTD Design Program: "Supersizing Sympathy Sales with
Affordable Designs" presented by
FTD Design Instructor Jeff Corbin AIFD
For registration information,
contact Marcia Goodman at 319-399-1023.
Look for FTD Team Members John Wearda
and Michael White.

Sept. 11-12, 2004

North Dakota State Florists Association Convention
International Inn • Minot, ND
Featured FTD Design Program: "Wedding Extreme Makeover"
presented by FTD Design Instructor Tina Stoecker AIFD
For registration information,
contact Jeff Brose or Nancy Larson at 701-838-9302.
Look for FTD Team Member Marnie Hedrick.

Sept. 11-12, 2004

Maine State Florists' & Growers' Association Convention
Sheraton South Portland Hotel • South Portland, ME
For registration information,
contact Dot Chabot at 207-782-1557.
Look for FTD Team Member Dave Galvin.

Sept. 17-19, 2004

Chesapeake Floral Association Convention
Rocky Gap Hotel and Golf Resort • Rocky Gap, MD
For registration information,
contact John Beauchamp at 410-754-5835 or 302-629-2644.
Look for FTD Team Member Chad Eggleston.

Sept. 18-19, 2004

Wisconsin & Upper Michigan Florists
Association Fall Convention
Kalahari Resort • Wisconsin Dells, WI
Featured FTD Design Program: "Wedding Floral Review"
presented by FTD Design Instructor Keith White AIFD
For registration information, contact Jeanne Rhodes at
262-246-4944 or via email at wumfa3@hotmail.com.
Look for FTD Team Members Kate Bank and Mitchell Louis.

Sept. 18-19, 2004

Ozark Florist Association Convention
Holiday Inn • Joplin, MO
Featured FTD Design Program: "Creative Everyday Designs"
presented by FTD Design Instructor John Klingel AIFD
For registration information,
contact Butch Johnston at 800-441-6486.
Look for FTD Team Member Rich Howard.

Sept. 18-19, 2004

Mississippi Florist Association & Central
Allied Florist Association Convention
Clarion Hotel • Jackson, MS
Featured FTD Design Program: "Let it Snow, While it's Slow"
presented by FTD Design Instructor Jeff Corbin AIFD
For registration information,
contact Ken Strickland at 866-961-4440 or 601-961-4445.
Look for FTD Team Member Mary Kay Wasson.

Sept. 22, 2004

Bill Doran & FTD Holiday Open House
Bill Doran Wholesale • Omaha, NE
Featured FTD Design Program: "Holiday Designs"
presented by FTD Design Instructor Tina Stoecker AIFD
For registration information,
contact Sylvia Samuel at 402-731-5253.
Look for FTD Team Member Marnie Hedrick.

Sept. 23-24, 2004

CanWest Hort Show
Vancouver Convention Centre • Vancouver, BC
Featured FTD Design Program: "Gifts of the Earth"
presented by FTD Design Instructor Toomie Farris AIFD
For registration information, contact the BC Landscape
& Nursery Association at 604-574-7772.
Look for FTD Team Members Tammy Sablic
and Michael White.

Sept. 24-26, 2004

Idaho State Florists Association Convention
Doubletree Riverside • Boise, ID
For registration information, contact Scott Weigt at 208-853-3232.
Look for FTD Team Member Dan Goulet.

Sept. 25-26, 2004

Alabama State Florists' Association Christmas Show
Guest Lodge Hotel & Suites • Tuscaloosa, AL
Featured FTD Design Program: "Let it Snow, While it's Slow" pre-
sented by FTD Design Instructor Jeff Corbin AIFD
For registration information, contact Buddy Robbins
at 205-648-2002 or Sue Prewitt at 205-758-2100.
Look for FTD Team Member Chris Gilliland.

Sept. 26, 2004

West Coast Florists' Association of Florida Convention
Bay Front Center • Clearwater, FL
Featured FTD Design Program:
"Garden Gorgeous or Organic Originals" presented by
FTD Design Instructor Tina Stoecker AIFD
For registration information,
contact Don Starr at 813-932-6116.
Look for FTD Team Member Jill Weishaupt.

Sept. 29 - Oct. 2, 2004

Society of American Florists Annual Convention
Ritz Carlton Maui Kapalua • Maui, HI
For registration information,
contact the Society of American Florists at 703-836-8700, or visit
their website at www.safnow.org.

Happy 100 Year Anniversary to Waukesha Floral & Greenhouses!

FTD Members Tom and Marty Loppnow of Waukesha Floral & Greenhouse in Waukesha, Wisconsin celebrated their shop's 100-year anniversary by taking a look back at one of the most momentous floral occasions in people's lives - weddings!

The Loppnows invited their top customers to the shop for a preview of the incredible "100 Years of Weddings" show that would be opened to the public the following day. This gave them a venue to kick off their anniversary celebration and thank their community for their years of dedication to the shop.

The rest of the weekend continued with festivities including giveaways, Kids' activities and the wedding show. Loppnows turned local volunteers into brides of the times following 10 decades of fashion trends and incredible floral designs.

Right: Volunteers dressed in dated fashions carried floral bouquets to showcase the changing styles of weddings over the past century.



FTD Member Marty Loppnow hands one of his employees a flower, celebrating the shop's centennial anniversary in front of the huge cake made of mums.



Tom Loppnow (left) shakes local businessman's hand at the evening VIP reception.



Incredible floral wedding displays helped to set the scene for the show.



FTD Sponsors Education at AIFD Symposium

FTD was proud to support the AIFD Symposium called "Fusion" in New York City in early July. The AIFD event included a selection of education programs, an introduction of new leadership and exciting design competitions for the new, seasoned and future members. FTD sponsored "Extreme Makeover" presented by FTD Design Instructor John Klingel AAF, AIFD, PFCI. Klingel, to kick-off the program.

"Extreme Makeover" was a unique program that took a look back at transitions over 30 years in the floral industry. This team effort including six fellow designers, opened with a stage setting of a flower shop from the 70s and a brief skit of a telephone order. After the opening "act", Klingel

interviewed designers as they presented floral designs - from the past and representing what they are selling today. The designers shared their personal journey in the floral industry, which included an inspirational message, design techniques, self evaluation and history. This presentation showcased the "Extreme Makeovers" of the floral industry.

At the end of the presentation the audience was once again introduced to the opening salesperson and new state of the art flower shop which had been modernized showing that the designs aren't the only thing that have been made over in 30 years.

FTD also sponsored commentator and FTD Design Instructor Toomie

Farris AIFD who brought to life a Japanese design program for all of the AIFD conference attendees.

Congratulations to FTD Member George Mitchell from Mitchell's Orland Park Flowers in Orland Park, Illinois for receiving the "Award of Distinguished Service to AIFD", recognizing him for his outstanding service to the Institute!



John Klingel AIFD presented "Extreme Makeovers" with the help of six incredible designers including Deborah De La Flor AIFD.



Outgoing AIFD president Michael O'Neill AIFD (right) bestows the AIFD Award of Distinguished Service to AIFD FTD Member George Mitchell AIFD (center) accompanied by wife, Nancy. George and Nancy's son, Daniel, also a member of AIFD, is pictured in the background.

The Countdown Begins to the Largest FTD Member Goodwill Effort Ever!

The 10th Annual FTD Good Neighbor Day is Wednesday, September 1, 2004

Thousands of FTD Members across the U.S. and Canada are gearing up for the 10th annual FTD Good Neighbor Day. FTD gave away thousands of FREE marketing and planning kits at the FTD 2004 Floral Extravaganza and members are signing up online at www.FTDi.COM daily.

This September 1, 2004 marks the 10th annual goodwill event for FTD Members. The idea of Good Neighbor Day was founded in 1994 by FTD Member Brook Jacobs, owner of Greenbrook Flowers in Jackson, Mississippi. After a tremendously beneficial outreach in his community, Jacobs asked FTD to invite all florists to participate and spread goodwill. Now thousands of florists celebrate neighbors and their community by giving away millions of flowers and spreading the Good Neighbor Day message around North America.

Florists who have found success with FTD Good Neighbor Day recommend getting local media involved and using them to help spread the story, as well as local sponsors. The FREE FTD Good Neighbor Day marketing and planning kit provides FTD Members with "how to" directions, materials and templates for outreach, advertising and public relations efforts. All of the FTD Good Neighbor Day materials are available FREE online at www.FTDi.COM; templates are easy to use and available in Microsoft Word so that members can download, personalize, print and start their outreach! To register your participation in FTD Good Neighbor Day or to receive a FREE public listing as a participating florist on FTD.COM (deadline August 13th), visit www.FTDi.COM.



FTD Members share their stories of success.

"This is our 10th year participating in FTD Good Neighbor Day. What a great idea Brook had! We enjoy participating because of all the smiles we create that day. Some of the stories touch our hearts to the point of bringing tears to our eyes. We also participate as a way of getting the business community together. We have several neighboring businesses help sponsor our event as well as participate in handing out the roses. Also, we do it for fun!

By the end of the day, each year we have cried, laughed, felt rejuvenated, and come away knowing why we're in this industry.... to touch people's lives with the power of the flower.

We will continue to participate in FTD Good Neighbor Day as long as there are people willing to stop for one day to make a difference."

- Chris Cogliano, **The Red Rose Florist** in Glen Burnie, Maryland

"The number one reason we participate in this program is because of the stories we hear like this one from last year: One of our customers came by our shop last year to pick up her dozen roses on FTD Good Neighbor Day. After she left our shop she was on her way to work and while at a stop light she happened to look out her window and saw an older woman sitting with her head hanging low waiting for the bus. She said she left her car running and quickly jumped out to hand a rose to the woman at the bus stop. The woman's joy was so strong from this gesture that she cried.

We also contact all the local T.V. stations, radio stations and newspapers notifying them that we are participating, and they promote the program prior to and the day of FTD Good Neighbor Day. We always have someone from the media here at the store all day."

- Don Waters, **Citrus Valley Florist** in Covina, California

"To get the community together on FTD Good Neighbor Day, I visit 20 different businesses in the area offering them a chance to be a part of the outreach as a sponsor. I give them the chance to reach our community through coupons and businesses flyers and bring them flowers the day of FTD Good Neighbor Day for them to give to their walk-in customers.

We have a local radio station conduct a live remote on site at our shop for two hours that day, as well as advertising that rotates on a hourly schedule on the radio. We also do a newspaper ad telling customers about FTD Good Neighbor Day and listing all of the sponsors. Additionally, I work with our local food pantry to obtain donations - last year we brought in over 1,200 items for to help feed people in need. I am hoping we double that number this year. What an amazing way to have your product in the hands of thousands of people!"

-Dave Webster, **Flowers by Dave** in Benton, Illinois

It's not too late to participate: FTD provides a FREE "how to" kit for FTD Members to plan their event on a variety of personalized levels. The kit includes "how to" materials to execute media outreach, request an official proclamation, and obtain corporate and community sponsors, as well as ad slicks and radio scripts. To download the FREE kit, visit www.FTDi.COM.

FTD Mercury Technology Soars To New Levels

With more and more florists implementing Mercury Technology in their shops - Mercury Technology is p
In response to our florists' needs, Mercury Technology has developed two new, easy to use modules for
added the ability to fax and e-mail statements and invoices on both platforms. Check out the advantages



The Mercury Marketing Module

One of the main objectives of Mercury Technology's new Marketing module allows you to create various promotional campaigns that can be scheduled to run instantaneously or on a recurring schedule. The easy-to-use Marketing wizard enables you to utilize a variety of distribution methods, including direct mail, e-mail and/or telephone marketing faster than ever before!



NEW! Mercury Marketing

- Direct Mail Marketing
- E-mail Marketing

Benefits of the New Mercury Marketing Module include:

- Drive sales at a minimal cost, resulting in a potential huge return on investment!
- Impress existing customers in your database by using personalized letters and reminders!
- Make marketing easier to execute and less time consuming than ever before!
- Choose from 50-plus pre-built Letter, Postcard and E-mail Templates, as well as pre-defined lists!
- Increase sales and repeat business with professional e-mail promotions and more! Create and send a campaign in minutes, and see results instantly using Constant Contact®, FTD's e-mail marketing partner.



Special Offer For FTD Member Florists

Mercury Technology is pleased to announce its new partnership with Nextel Communications, a leading provider of fully integrated wireless communications services that include digital cellular service, Nationwide Push To TalkSM walkie-talkie service, and wireless data and messaging.

Now Member Florists will receive -

- 39% discount off phones
- 10% discount off rate plans
- 20% discounts off accessories

Ready to put wireless to work? Call 888-819-2725 (mention code MAFTD_ZCM) or visit the FTD Member Benefits page at www.FTDi.COM/ftdconnections.

Announcing Partnership With Constant Contact®

Mercury Technology has partnered with Constant Contact, the leading permission Do-It-Yourself E-mail Marketing service for small and medium businesses, to develop and deliver high quality communication tools for our florists.

Through this partnership, members will receive:

- 10-plus custom built FTD e-mail templates
- Integration with FOL web sites
- Opt-Out Management for users
- Detailed Reporting on campaign results
- Anti-spam guidelines

proud to introduce our newest and most advanced versions of FTD Mercury and Mercury Advantage yet. r both FTD Mercury and Mercury Advantage technology platforms. In addition, Mercury Technology has of the new Mercury Technology Marketing and Delivery Modules.



The Mercury Delivery Module

The new Mercury Delivery module has been developed to help you achieve greater labor savings and efficiencies like never before. The module consists of three functional areas to help you realize your savings potential: Address Verification, Mapping and Routing and Wireless Delivery Confirmation with GPS.

NEW! Mercury Delivery

- Address Verification
- Electronic Mapping & Routing
- Wireless Delivery Confirmation with GPS

Benefits of the New Mercury Delivery Module include:

- Achieve tremendous savings...potentially thousands of dollars per year!
- Gives you an innovative and leading edge Wireless Delivery Confirmation solution that scales with holiday peaks.
- Replace existing cell phones and plans with a Nextel phone that delivers increased customer satisfaction and reduced delivery costs.
- Incorporate industry leading Mappoint® integration for precise mapping and routing.

Address Verification Features

This special feature automatically verifies each address for accuracy, once the addresses are entered in order entry. If an address is invalid, the system will suggest a valid address. If the address is correct, the order is assigned a delivery zone and a delivery charge.

Address Verification eliminates time spent on:

- Looking up addresses in a city directory or Mapquest®
- Driving to an incorrect address
- Contacting customers to help locate correct address

All told, the new FTD Mercury and Mercury Advantage systems are unmatched in the industry.

Call today to discover how FTD Mercury or Mercury Advantage can help you increase your sales and profits and realize greater savings than ever before.

If you're an existing user of FTD Mercury or Mercury Advantage, call or e-mail today to learn more about our 90-day, money back guarantee on the new Marketing and Delivery modules!

Electronic Mapping & Routing Features

With this feature, the system places a completed order on an electronic map for a dispatcher to select orders for a delivery route. Once this is complete, the system can then be used to optimize the route, print the manifest, print driving directions and/or a map. In addition, you can mark orders delivered within the "Truck Return" screen and also follow-up on orders not delivered within the "Follow-Up Deliveries" feature and reschedule for a later time.

Mapping & Routing saves time spent on:

- Locating deliveries on a paper map
- Trying to determine best route and directions
- Logging orders per route on paper

Wireless Delivery Confirmation with GPS Features

Wireless Delivery Confirmation combines the Nextel i58sr phone and Gearworks' etrace® mobile software into an easy-to-use GPS-enabled solution. By using this feature, the dispatcher can download a route to a special cell phone, provided by Nextel, FTD's Wireless Delivery Confirmation partner. Once the order is delivered, the driver simply uses the cell phone to mark the order delivered.

With Wireless Delivery Confirmation you can:

- Increase customer satisfaction with more reliable delivery estimates and faster confirmation.
- Reduce overtime by tracking drivers' progress throughout the day.
- Save time and keep drivers from getting lost with turn-by-turn driving directions.
- Complete more deliveries every day by providing the next route as soon as a driver returns to the shop.

**Contact Mercury Technology at 800-767-3222
or e-mail us at technology@ftdi.com.**

Christmas is Here for FTD Marketplace

FTD Members are hearing sleigh bells this month with the codification deadline for Holiday products coming up on September 7, 2004. Be sure to get codified for the nationally advertised FTD Christmas Bouquet and these other incredible holiday products - the perfect consumer solutions for gift giving, entertaining and getting in the holiday spirit!

Don't forget FTD's strong holiday support products and stock up on vintage looks brimming with holiday charm. From fun ceramic mugs to pinecone baskets. Let us help you make the holidays bright. See your Fall and Winter 2004 Buyer's Guide for all product details.



The FTD® Christmas Bouquet
(The FTD® Holiday Celebrations® Bouquet)



The FTD® Christmas Cheer™ Bouquet



The FTD® Holiday Gift Bear



The FTD® Holiday Elegance™ Bouquet



The FTD® Holly Days™ Arrangement

FTD Holiday Support Products



MARKETPLACE™
1-800-767-4000

**Call FTD Marketplace at 1-800-767-4000
or shop online at www.FTDi.COM
and get codified today!**



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.

800-788-9000 or send a GEN message to 90-0258AA.

To get pricing from FTD Fresh Flowers contact FTD Marketplace at 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 800-554-0993.



To codify for these programs contact FTD Directory Services at



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



FTDiMail™ Is Your FREE Web-based Email Account From FTD!






All FTD Members can have access to email through FTDiMail™. FREE email accounts for all FTD Members is a great tool for you to be able to communicate with your customers, other florists and FTD. Plus, FTD utilizes this tool to provide FTDiMail™ subscribers with special offers and important announcements.

Members receive one (1) free email account with five megabytes (5 MB) of storage, courtesy of FTD. Additional e-mail accounts and storage options may be purchased by calling customer service toll-free at 866-201-1270.

It only takes a few moments to sign up to receive all the benefits of FTDiMail™. Visit <http://www.FTDi.COM/FTDiMail/> today!

Go Online With FTD InternetLink

FTD InternetLinks...your link to unlimited Internet access!! For only \$19.95 per month (\$29.95 Canadian), you receive...

-  Unlimited Internet access (no limit on hours)
-  Billing on your Clearinghouse Statement
-  Five free email accounts
-  Free Microsoft Internet Explorer® 6.0
-  24/7 customer support



It only takes a few moments to sign up to receive all the benefits of FTD InternetLink. Join now at <http://www.ftdi.com/internetlink>.

Get a Piece of the Wedding Cake

With FTD's NEW Bridal Co-op Program!

If you are looking for a way to increase your wedding business, FTD has put together an unprecedented Bridal Co-op advertising that will reach millions of soon to be brides. FTD has partnered with **Modern Bride Magazine**, a leading bridal source of wedding products and have put together a multi-media program that will drive future brides into your shop looking for wedding florals. If you are looking for a way to increase your bridal business, this is the perfect program for you.

FTD now offers florists the opportunity to advertise in Modern Bride magazine in a two page spread, in the first section of the magazine that will reach 70% of the bridal market. To reach the rest of the bridal market, FTD has following to offer:

Sweepstakes FTD will sponsor two "honeymoon" sweepstakes. The contest will be promoted in the magazine as well as online at **modernbride.com** AND **brides.com** year round. Participating floral shops will receive a beautiful counter-card display and entry form that will be sent back to Modern Bride for a drawing. Contest will also be promoted through a newsletter e-mail to all Modern Bride and Bride's Magazine subscribers twice a year (20,000). This will direct consumers to the local florist to register for contest and find a wedding specialist for the big day.

Bridal Shows FTD will distribute reprints of the Modern Bride ad to over 200 shows a year reaching an average of 1,000 engaged women per show.

Online Exposure Brides.com and Modernbride.com attracts 14 million hits a month and are the number one bridal websites. You will be present on BOTH websites. FTD will sponsor a 'how to' or a 'tip' page that will have information on how to choose your bridal specialist with a link to a zip code finder that will find FTD Florist in the bride's area. With 95% of bride's using the Internet to research their wedding plans, this is great exposure for your shop.

Subscriptions Offer The first 500 shops to sign-up will receive a complementary subscription to Modern Bride for one year (\$36 value).

This program is so much more than a Co-op ad in Modern Bride. Through the sweepstakes, bridal shows, ModernBride.com and Brides.com you will reach virtually every bride in your market. Take advantage of this great offer.

To sign up please call the Co-op advertising department at 800-788-9000 ext. 6409, visit www.FTDi.COM or use the easy, fax-back form on the back of this newsletter.



sign up
TODAY
with the
easy fax back form

FTD Co-Op Program

FTD Holiday Co-op Program



Sign up by October 8 for all five Holiday Co-op advertisements and **Save \$119!** The best benefit of the Co-op program is that we guide the consumers *directly* into your shop. Mother's Day testing proved the average florist delivered an additional 13.5 arrangements for each holiday. So take advantage of FTD's powerful media plan and sign up today!

U.S. Special Offer Sign up for a year's worth of advertising and save \$119. Right now if you buy Thanksgiving, Christmas, Valentine's Day and Easter we will give you the Mother's Day ad FREE. Not only will you be saving money, but you will be covered for the five major flower buying holidays.



Canada Special Offer Sign up for TV Guide for all three holidays, Christmas, Valentine's and Mother's Day and receive 20% off the regularly priced \$99 Co-op ad. You will pay only \$79 per holiday! TV Guide is Canada's #1 Direct Response magazine with a circulation of over 450,000 reaching 3.2 million people.

FTD's customized holiday program reaches millions and millions consumers during peak holiday periods just as they are preparing to make their holiday purchases.

Mother's Day and Christmas *Valassis (Sunday Coupon Section)*

- Audience of over 141 million adults every week
- Almost two-thirds (63%) of ALL adults read the Sunday paper
- The number one reason why people buy a Sunday paper

Valentine's Day *Sports Illustrated*

- SI reaches 16 million men, more than any other men's magazine
- 76% of SI readers planned to purchase a Valentines Day gift in 2004
- 60% of SI readers spent \$100+ on gifts
- Flowers were the #1 gift item purchased by SI readers

Thanksgiving & Easter *People Magazine*

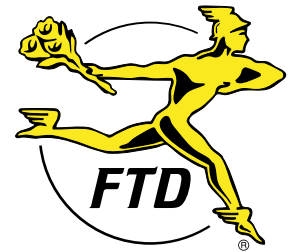
- With 36 Million Readers, PEOPLE boasts the single largest weekly audience of any magazine
- Reaching over 10 people per copy
- Weekly distribution to passionate, involved readers likely to take action
- Thanksgiving Issue in very popular People's *Sexiest Man Alive* edition

We are very excited to announce the 2004 – 2005 Co-op holiday advertising schedule, and that we have increased the program to cover all five major holidays. It is a great, cost-effective way to reach consumers during peak holiday selling periods. These advertisements will be delivered to homes and newsstands just before the holidays when people are starting to think about their holiday purchases. It is a great way to get your shop's name in front of millions of potential customers for a minimal investment. Plus, you can also choose to spread your payment over a three month billing period.

**SAVE
\$119!**

To sign up please call the Co-op advertising department at 800-788-9000 ext. 6409, visit www.FTDi.COM or use the easy, fax-back form on the back of this newsletter.

the EASY FAX BACK form



US HOLIDAY	PUBLICATION	ISSUE DATE	SIGN-UP DEADLINE
Thanksgiving '04	People Magazine	November 29, 2004	October 8, 2004
Christmas '04	Valassis (Coupon Section)	December 12, 2004	October 8, 2004
Valentine's Day '05	Sports Illustrated	February 14, 2005	December 24, 2004
Easter '05	People Magazine	March 28, 2005	February 4, 2005
Mother's Day '05	Valassis (Coupon Section)	May 1, 2005	April 25, 2005

CANADA HOLIDAY	PUBLICATION	ISSUE DATE	SIGN-UP DEADLINE
Christmas '04	TV Guide	December 20, 2004	November 12, 2004
Valentine's Day '05	TV Guide	February 12, 2005	January 7, 2005
Mother's Day '05	TV Guide	April 30, 2005	March 25, 2005



SIGN UP DEADLINE FOR BRIDAL AD • US/CANADA

ISSUE	SIGN-UP DEADLINE	ON SALE DATE
Dec/Jan 2005	August 13, 2004	October 19, 2004
Feb/Mar 2005	October 22, 2004	December 22, 2004
Apr/May 2005	December 17, 2004	February 20, 2005

REGISTER NOW! Fill out this form and fax to 630-724-6608.

HOLIDAY

MEMBER NUMBER: _____

SHOP NAME: _____ (36 Characters)

ADDRESS: _____ (36 Characters)

PHONE NUMBER: _____

FOURTH LINE (HOLIDAY): _____ (36 Characters)

Web address, Toll-Free Number, "Your personalized advertising message", etc.

BRIDAL

MEMBER NUMBER: _____

SHOP NAME: _____ (36 Characters)

ADDRESS: _____ (36 Characters)

PHONE NUMBER: _____

FOURTH LINE (HOLIDAY): _____ (36 Characters)

Web address, Toll-Free Number, "Your personalized advertising message", etc.

CHECK HOLIDAYS THAT APPLY:

U.S.

Thanksgiving Christmas Valentine's Day Easter Mother's Day Bridal Ad

Sign me up for the entire year so I can save \$119.

3 Month Billing Option. Bill me in just one month.

CANADA

Christmas Valentine's Day Mother's Day Bridal Ad

Sign me up for the entire year so I can save \$60.

3 Month Billing Option. Bill me in just one month.

Sign-up now by filling out this form and faxing it to 630-724-6608.

