

FTD Newsletter

December 2004

**Happy Holidays
From FTD!**



**Enjoy FTD
Member Highlights**

**2005 FTD Floral Extravaganza
Special Offer**

December 2004 Vol. 45, No. 12

FTD Newsletter © 2004, FTD

Letter from FTD CEO

Michael Soenen



FTD Members,

Can you believe it's December already? Before we get into the throws of the upcoming Christmas holiday, I thought I might take a moment to update you on some exciting things FTD is doing to make your holiday all the more profitable.

HOLIDAY ADVERTISING

In December, we will be ramping up our advertising and are confident that you will reap the benefits of these placements. Look for us on CNN, E!, HGTV and FX and be sure to see our Co-op advertisement in the coupon section of Sunday newspapers which will feature thousands of retail florists. We are confident that this advertising will continue to drive awareness for flowers and orders for your flower shop.

SPONSORSHIP OF THE 116TH ROSE BOWL PARADE

We are excited to celebrate the New Year on January 1st by showcasing FTD at one of the most historic consumer events in the world - the Rose Parade and Rose Bowl Game. This event will be watched by millions of people around the world, and I am proud of our 52-year-old partnership with the Rose Parade and our status as the Official Floral Company of the Tournament of Roses. Be sure to watch for the FTD Float "Garden of Dreams" in the Parade on January 1st where we'll proudly display the largest variety of Springtime flowers ever seen before in the history of the Parade!

FTD AROUND THE CLOCK HELP!

FTD is dedicated to being the best partner possible throughout the holiday season. We will have staff on hand around the clock to make sure we are able to handle all of your product, technology and order needs. Everyone at FTD is ready to support you and if you need any last minute products, supplies or services, please do not hesitate to reach out to us!

I wish you, your families and staff a happy, healthy and successful holiday season. Thank you for being a part of FTD, for sending your orders FTD and for all the great service you provide!

Happy Holidays!

Canadian Exchange Rate Change

Please note that as of December 1, 2004, in order to stay in line with standard rates, the Canadian Exchange rate for FTD orders has decreased to \$1.20 (Canadian) per one U.S. Dollar.

FTD Upcoming Events

December 21, 2004

Check your local listings for the FTD Brand featured on the popular CBS game show *The Price Is Right!* The feature includes a LIVE 10-second read with a call to action for local FTD Florists!

January 1, 2005

WATCH THE 2005 ROSE PARADE!

Check your local listings for the most prestigious consumer floral event of the year! Look for the FTD Float during the 2005 Tournament of Roses Parade and celebrate the worldwide recognition of FTD, the Official Floral Company of the Tournament of Roses!

Remember, HGTV carries live and commercial free coverage featuring in-depth descriptions of the entire Rose Parade!

Jan. 7-9, 2005

Florida State Florists' Association Mid-Season Conference

Sandestin Golf & Beach Resort • Destin, FL
Featured FTD Design Program: "Creative Everyday Designs" presented by FTD Design Instructor John Klingel AIFD
For registration information, contact Tim Ard or Nicole Hassett at 850-267-2616.
Look for FTD Team Member Doug Crescimanno.

Jan. 11, 2005

Ft. Worth & Dallas Allied Meeting & Design Show

Fort Worth Plaza Hotel • Ft. Worth, TX
Featured FTD Design Program: "Ultimate Weddings: A Practical Approach" presented by FTD Design Instructor Tina Stoecker AIFD
For registration information, contact Michele Herмосillo at 817-732-8891, Shirley Yates at 817-293-9571.
Look for FTD Team Members Cheryl Costello and Jayla Love.

Jan. 16, 2005

AIFD Across America

San Diego International Floral Trade Center • Carlsbad, CA
FTD sponsored luncheon
For registration information, contact Beverly Ireland AIFD at 619-588-2377.
Look for FTD Team Member Amy Lepore.

Jan. 21-23, 2005

Kentucky Florists' Association Convention

Sloan Convention Center/Holiday Inn University Plaza • Bowling Green, KY
Featured FTD Design Program: "Celebration of Life with Flowers" presented by FTD Design Instructor John Klingel AIFD
For registration information, contact Pam Gaddie at 800-264-1825.
Look for FTD Team Members John Howe and Terry Thiel.

Jan. 26, 2005

Long Island Retail Florists Association Meeting & Design Show

Milleridge Inn (Carriage House) • Jericho, NY (L.I.)
Featured FTD Design Program: "Color in Style" presented by FTD Design Instructor Keith White AIFD
For registration information, contact Sean Beckert at 516-767-0925.
Look for FTD Team Members Andrew Himmelstein and Jim Weedon.

July 22-24, 2005

2005 FTD Floral Extravaganza!

HURRY! REDUCED DEPOSIT OFFER EXPIRES 12/31/04!

Gaylord Texan Resort • Grapevine, TX
Most incredible FTD Member event of the year featuring education, idea sharing and much more!
For registration information visit www.FTDi.COM or contact your local Field Business Consultant.

LARRY BOOKS, OWNER OF GALLERY FLORIST IN Vancouver, WA is kicking off the holiday gift shopping season with their newly decorated "Little Gallery" showcasing 5,000 square feet of handmade art made by himself, his daughter Krista and local artists.

"When we opened the store eighteen years ago, our dream was always to have a gallery as part of the store, which would feature my studio art furniture. It has finally happened!" - Larry Books, owner of Gallery Florist.

The furniture complements the natural environment Gallery Florist has built in their shop showcasing wide selections of flowers, plants, gourmet foods, and quality gift lines such as Fitz and Floyd, Blue Sky and Thymes.

"In the first month, sales exceeded our expectations and the shop has drawn in many new people to buy flowers and other gifts, too! We are looking forward to the holiday season and good sales this year. We finally have the gallery we dreamed about so very many years ago."

(1-5) Books' beautiful handmade furniture is displayed in Gallery Florist shop, along with a wide selection of other gifts and fresh flowers.

DOUG RANKIN RECENTLY CELEBRATED HIS 80TH birthday with more than 55 years in the floral industry, Doug has touched countless lives with his passion for design. His career began in Brantford, Ontario, and quickly built a solid reputation with the community and within the FTD family through the teaching of hands-on classes for customers as well as sharing insight to many in-store designers. In the early 1970s, Doug partnered with Peter and Truss Van Wees helping to build their business, Mostly Roses by Van Wees in Brantford, Ontario, into an industry leader. Today, Doug holds the title as store manager at Mostly Roses.

(6) Doug Rankin celebrates his 80th birthday with Erlene Potter and 300 friends and customers at a birthday open house held by Mostly Roses.

FLINN'S FLOWERS AND GARDEN CENTER, INC. recently held an exciting local event, Flinn's Fall Festival (7), to benefit the United Way of Delta County's Annual Community Care Campaign. The event included fun for the entire community featuring a scarecrow decorating contest, door prizes, lots of events for kids, all while helping to fundraise for the United Way.



CARLONE'S FLORIST IN PORTSMOUTH, RI CELEBRATES their 50th anniversary this year. In 1954, Pete and Peg Carlone started the business, which is now owned by their daughter Carol Carlone, partnered with her son Brian Weeks (third generation Carlone to run the business).



Carol says with each generation comes new progressive innovation for the Carlone family. When she took over the operation, she brought technology into the business, automating and increasing efficiency. When son Brian entered the picture he helped to open, and now runs, the second location. Today, both locations are impressively insync through the automation of FTD's Mercury Technology.

While progress is important to the Carlone's in their 50th anniversary celebration, it is evident that serving their community with quality customer service and products is as well. Carlone's Florist was voted Best Florist in Newport County by a local magazine and continues to showcase quality work through their head designer, Sarita Pimentel, who has 30+ years of dedication to the shop. Pictured above are Carol Carlone, Brian Weeks, Peg Carlone and designer Sarita Pimentel.

FTD MEMBERS IN BRITISH COLUMBIA RECENTLY GATHERED at a successful CanWest Hort Show in Vancouver. FTD partnered with CanWest to offer an exciting design program by FTD Design Instructor Toomie Farris AIFD called "Gifts of the Earth". The seminar explored in depth concepts of vegetative design demonstrating the principles of line, material selection and color while showcasing practical applications with high consumer appeal.



FTD Design Instructor Toomie Farris AIFD and FTD British Columbia Field Business Consultant Tammy Sablic at the CanWest Hort Show.

CONGRATULATIONS TO THE FLOWER CART IN EAGLE, Colorado for the impressive feature about their business published in the *Vail Daily*, a local newspaper in Vail, CO. Helping prepare the shop for its holiday open house, the newspaper showcased the owner Roxanne Buniger's (pictured) talent in an article that included the quality wedding floral designs, holiday decorating ideas and line of gift items available at the shop. The Flower Cart was showcased as an FTD Florist twice in the article confirming their worldwide sending capabilities and partnership with the well-known Brand.



Photo credit: Eagle Valley Enterprise

WATCH THE 2005 TOURNAMENT OF ROSES PARADE!



SHOW YOUR PRIDE IN FTD BY TUNING IN TO THE 2005 ROSE Parade on January 1, 2005! As the Official Floral Company of the Tournament of Roses, FTD is proud to enter our 52nd float "Garden of Dreams" in the historic Parade!

The 2005 Rose Parade theme is "Celebrate Family" and on January 1st, we hope you celebrate the New Year with your family by watching the Rose Parade! This year, included in the exciting events, FTD is pleased to once again sponsor well-known floral designer Els Hazenberg to decorate the official cars of the Rose Parade, which will carry the Grand Marshal Mickey Mouse and the President of the Tournament of Roses plus many more officials! Since Els has been invited to hold another prestigious position in this year's event - an Official Judge of the Rose Parade floats - FTD is excited to bring FTD Design Instructor Keith While AIFD to assist Els in decorating the cars.

This year's cars include a 1936 Packard Super 8 Phaeton Convertible Sedan, a 1941 Packard Super 8 Rollston Convertible Sedan, a 1932 Packard 8 Deluxe Convertible Sedan and a Lee Family Belgian Wagon. Els and team will have fun with those!

Tune in! The historic Rose Parade is shown on several major television networks, plus HGTV. Happy New Year!



FTD IS PROUD TO REPORT THE SUCCESS OF THE 15TH ANNUAL ONTARIO FLORIST CONFERENCE

FTD IS PROUD TO REPORT THE SUCCESS OF THE 15TH Annual Ontario Conference, sponsored by FTD, which is being called the largest and leading floral industry event in Canada. The Ontario Florist Conference (OFC) partnered together an energized group of more than 300 Canadian florists with FTD's Canadian Sales Team to produce two full days of incredible shopping deals, a variety of strong education programs and fun social events.



"FTD Canada is on fire! The savvy business ideas, energy and enthusiasm that our Canadian friends shared with us and each other is stronger than anything I have ever seen in the floral industry. I was very proud to be involved in this event to share our ideas of how FTD can assist florists in increasing their revenues and reducing their costs. I am already looking forward to next year's event," said Michael Soenen, chief executive officer, FTD.



Hundreds of Canadian FTD Members showed their support to the floral industry and dedication to their FTD partnership by attending the event and sharing ideas with the FTD Team. The Ontario Florist Conference featured business-building products and services to help provide florists with ideas on how to increase revenues and run their businesses most effectively. The Trade Fair included FTD Marketplace, Member Services and Technology as well as numerous key industry vendors such as Smithers Oasis, Golden Rose Canada and Mex Y Can.

FTD has learned from the annual Floral Extravaganza Convention how members value quality education programming at industry events. Therefore, FTD provided a strong schedule for Ontario Florist Conference attendees including business, design and even motivational education!



FTD Design Instructor Jeff Corbin AIFD brought Economical Elegance to life at the Ontario event with a program that featured today's floral design oxymorons such as "shabby chic" and "formal country" with quick and easy suggestions on how to turn ordinary products into extraordinary designs while improving productivity and most importantly, increasing profits. FTD Design Instructor Deb De La Flor AIFD spread a little holiday cheer by exploring Christmas design trends and sparking new ideas for decking the halls.

On a business front, FTD's Executive Vice President of Member Services Bill Van Cleave shared insight on e-commerce marketing ideas and local Tom Sheluk from Toronto Dominion featured



how to prevent credit card fraud. Finally, FTD rallied members with motivational education presented by Donald Cooper, MBA HoF and Certified Speaking Professional, who focused on "Ten Things You Absolutely Should Know About Your Business, Your Customers and Your Life!"



In conjunction with the event, about 40 Mercury Technology users attended the Ontario User Seminar Meeting, held right before the Ontario Florist Conference. User Seminars are designed for shops that already have Mercury Technology in place and want to strengthen their knowledge of the systems.

The classes offered valuable learning opportunities for both FTD Mercury and Mercury Advantage users covering such diverse topics as Order Entry, POS Tips, Customizing Your System, Analyzing your Business, plus the New Delivery and Marketing Module Overviews!

Stay tuned for more information on the 2005 Ontario Florist Conference, sponsored by FTD, scheduled for October 23-24, 2005, at Taboo Resort in the heart of Ontario.

A GIFT FOR YOUR DESIGNERS – QUICK DROP-IN HOLIDAY GREENS!

FTD MARKETPLACE™ LAUNCHES EASY DROP IN HOLIDAY greens for The FTD® Christmas Bouquet and The FTD® Christmas Cheer™ Bouquet! Save your designer's time by using FTD drop ins and getting ahead of the busy, holiday schedule. The drops ins are pre-designed in floral foam and wrapped in plastic keeping the holiday greens fresh, drop them in, add the flowers and sell!

Call FTD Marketplace at 800-767-4000 for pricing on holiday drop ins today!



The FTD® Christmas Bouquet



The FTD® Christmas Cheer™ Bouquet

SAVING MONEY IS THE BEST HOLIDAY GIFT!

FTD IS OFFERING A FREE CREDIT CARD PROCESSING evaluation to FTD Members this holiday season! Did you know that most credit card processors charge you a higher rate for telephone orders when you key in the credit card compared to in-store orders where you can swipe the card? This is unfortunate since most florists receive 70% of their orders over the phone, unless you are an FTD Florist. Through our credit card program, we offer you one low rate regardless of whether the transaction is a keyed in or swiped transaction.

Call FTD today at 800-788-9000 ext. 4262 for a FREE credit card processing evaluation. Let us help you secure better rates and save you more money by processing your credit cards with FTD.

With FTD, you receive one low rate and can process all card types on one terminal. Plus, you can utilize your existing equipment and receive one simple statement for all credit card transactions.

Join FTD's credit card program today and start saving money on your monthly rates. Remember...you can earn both Dollars and Scents rebates and Cash-Flo rebates by sending your domestic and international wire orders FTD! Contact the FTD credit card department at 800-788-9000 ext. 4262 or your local FTD Business Consultant for further details.

A GIFT FOR YOUR BOTTOM LINE: HIGHER PROFITS, MORE CUSTOMERS

GIVE YOURSELF A GIFT THIS HOLIDAY SEASON – REACH more customers. Nothing helps your bottom line and your brand more than being able to expand your business to a new set of consumers. Extend your storefront beyond your flower shop with FTD's Mobile Floral Display Carts. FTD Members can purchase one of four mobile refrigerated displays from FTD Marketplace, drop in pre-made fresh cut bouquets – and SELL!

Maximize the carts potential and increase your own brand recognition by partnering with local bookstores, coffee shops and convenient stores to bring the fresh gift of flowers to consumers, wherever they are!

Whether it's making the most of the excellent holiday selling season or establishing everyday programs to take advantage of locations with heavy foot traffic, the FTD Mobile Displays will help you to grow your business. Mobilize today by calling FTD Marketplace at 800-767-4000.

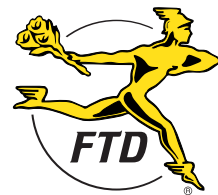


MARKETPLACE™
1-800-767-4000

PLEASE NOTE: DEADLINE CHANGE FOR REPORTING DECEMBER PHONE ORDERS

DUE TO THE NEW YEARS HOLIDAY, THE CUT OFF FOR reporting incoming orders manually will be Thursday, December 30, 2004 at 3:00 p.m. C.S.T. This means that any Report of Orders Filled (ROF) forms received after this time will be processed and reflected on your January Clearinghouse Statement.

The deadline for reporting incoming Mercury orders via REC will still be Friday, December 31, 2004 at 11:00 p.m. C.S.T.



Thank you for sending your orders FTD!

FTD CO-OP ADVERTISING EXCITEMENT

FTD FLORISTS ARE GEARED UP FOR THE HOLIDAY SEASON and FTD is helping with national advertising in the U.S. and Canada through Co-op print advertisements and incredible TV coverage.

FTD's Christmas national advertisements in the U.S. and Canada feature the FTD® Christmas Bouquet as well as C2, C3 and C4, plus thousands of FTD Florist listings. The Christmas advertisement will reach millions of consumers through the Valassis coupon section in the Sunday newspaper supplement on December 12 in the U.S. as well as in *TV Guide* in Canada. FTD will also be advertising on TV in the U.S. and Canada on various cable stations such as FX, CNN, HGTV and E!

Start the New Year off right and shop FTD's 2005 Spring collection including lead product The FTD® Spring Bouquet and consumer friendly gift items like The FTD® Celebrate Spring™ Gift. Be sure to sign up for national Co-op print ads and benefit from national exposures.

Plus Spring Statement stuffers and shop postcards are an excellent way to reach out to your customers and spark their gift giving ideas! For added impact, order stuffers with the imprint logo of your shop. Call FTD Marketplace at 800-767-4000 for details.



Our new promotional marketing kit includes shop posters featuring holiday and everyday codified items. Ad slicks, radio scripts and telephone reference sheets are available for downloading FREE at www.FTDi.COM.

Interested in Co-op advertising with FTD for the upcoming Spring holidays? Visit www.FTDi.COM today or call the Co-op advertising department at 800-788-9000 ext. 6409.

TREAT YOUR CUSTOMERS WITH 24-HOUR SERVICE

CONSUMERS WANT CONVENIENCE WHEN IT COMES TO shopping and that could be at 10 AM or 10 PM. With FTD Flowers All Hours (FAH), your shop can be open 24 hours a day, 7 days a week to collect orders from new and existing customers - don't miss an order this holiday season!

Plus, many florists have been able to reduce their employee headcount costs by hiring Flowers All Hours to answer their phones. They have been able to do so by utilizing Flowers All Hours everyday, not just during the holidays or after hours.

Think of the convenience of sending your phone calls to FAH when your shop is working on a big order or if you have five

people lined up at the cash register. Don't hire and train additional staff during the holidays to answer the phone. Let our FAH staff handle those calls for you.

Give your business an edge by being available for your customers 24 hours a day, while being able to reduce your costs. Plus, our highly trained sales associates can add more money to your bottom line by upselling on every order.

Call your local FTD Field Business Consultant today to learn more about FTD's Flowers All Hours or call FTD at 800-423-0675.



SEVEN STEPS TO SUCCESS BY SEVEN SISTERS FLOWER SHOP



SHOP NAME

Seven Sisters Flower Shop in Cicero, IN

OWNERS

Troy and Noreen Ferguson

HISTORY



Troy and Noreen Ferguson opened their first flower shop, Seven Sisters Flower Shop partnered with head designer and daughter Melissa Zuber, about three years ago.

Although there may not be seven sisters running Seven Sisters Flower Shop in Cicero, IN, there are seven behind the name. Troy's six sisters, plus his wife, Noreen, make seven. Also, the shop is named after the seven sisters climbing rose from Germany.

"There was a need for a flower shop in the area, so we jumped on board," said Melissa. "I studied floral design at a local school and before we knew it - we were in business."

SEVEN MARKETING SUCCESSES

Melissa says, it's amazing! We opened the doors of our business and had nothing, building everything from scratch. Today, through marketing efforts, promotional opportunities and the increase of business online, the shop is increasing our customer database, and most importantly increasing our revenues.

To help spread the word, Seven Sisters features FTD's imprinted **MARKETING MATERIALS (ONE)** such as calendars, which feature quality products and beautiful images in conjunction with the shop's contact information printed on them.

"Everyone loves free giveaways," says Melissa. "Our calendars drive customers back to our shop simply because they see a photo of an arrangement they like. That's why we always include our Web site address and telephone number on the imprint. Plus, this success has encouraged us to execute more giveaway **PROMOTIONS (TWO)** around the holidays." Partnering with a local restaurant for a dinner package with a seasonal flower arrangement, they simply place a drop box on the counter for entries, which do double the work, driving excitement of their customers while increasing their customer database.



Since fruition, Seven Sisters Flower Shop has seen many changes. The biggest change, and most profitable, is the Internet, says Melissa. In October of 2002, Seven Sisters partnered with FTD Florists Online to launch a new arm of their business, a **WEB SITE (THREE)** that provides a 24/7/365 convenience for their customers and drives more traffic to their shop. After two years of business growth online, the shop has upgraded their site to a Standard level which has now added all of FTD's products (more than 400 items), expanded their selections to include gift items through FTD WebGifts and an optional unique product design application. Also, their new FTD Web site provides them with an expanded outreach

SEARCH ENGINE PLACEMENT (FOUR) on www.ftdfloristsonline.com, driving more traffic to their site. Seven Sisters also links their Web site to local newspapers' online resources as an advertiser.



Although many new innovations can hold the key to success, the family still values the old saying "**LOCATION, LOCATION, LOCATION (FIVE)**" thus the continued efforts with in-store marketing. To assist in driving awareness of each of the ways Seven Sisters can serve its customers, they use the free **FTD FLORISTS ONLINE MARKETING KIT (SIX)**, which provides in-store

marketing materials such as business cards and window decals featuring the shop's Web site reminding customers of this important convenience.

Finally, once the customers are in the door, assisting them to find the perfect flower arrangement or gift item to help share their sentiment is key. Seven Sisters features a beautiful display



of their arrangement selection through the **NEW FTD SELECTIONS GUIDE (SEVEN)**. The clear categories and beautiful photographs of the arrangements give the sales people an opportunity to provide shoppers with the direction they need in the area of purchase, says Melissa.

"The changes our shop has seen in its three years is really impressive," says Melissa. "At Seven Sisters we believe it's important to reach our customers from every direction and to share with them how we're doing that through marketing and promotions. We'll definitely continue to innovate and make changes as needed."

PROVIDE YOUR CUSTOMERS WITH ONLINE SHOPPING CONVENIENCE!

DRIVE MORE CONSUMERS TO YOUR FLORISTS ONLINE WEB site. FTD is very excited to bring you a great money-saving opportunity to advertise your Florists Online Web site. Now, FTD provides its Members access to leading yellow page online directories, including: Yahoo! YellowPages, AOL YellowPages and Switchboard.com.

Sign up today to list your Web site in all three of these yellow page directories for only \$67.50 per month*. That's a savings of 50% off the retail advertising rate of \$135 per month.

In Canada, the cost is also 50% off the retail rate or only \$99 per month* to be listed on AOL YellowPages, YellowPages.ca and SuperPages. More than 8 million florist category searches are performed annually in these online yellow page directories. Don't miss out on this opportunity to advertise your Web site for 50% off the retail rate.

Contact your FBC or call FTD Florists Online at 800-576-6721 to order your listing today.

*Requires one-year service commitment and billed monthly on your FTD Clearinghouse Statement.



FTD "THINKING OF YOU" CODIFICATION!

FTD IS PROUD TO OFFER A NEW ITEM to the Everyday Branded line, the FTD® Thinking of You™ Bouquet, based on the success of The FTD® Grandparent's Day Bouquet. All members who had codified for the Grandparent's Day holiday will automatically be codified in the Feb/Mar/April Directory for The FTD® Thinking Of You™ Bouquet. Members will need to purchase product to continue to be coded for in the May/Jun/July Directory. Codification deadline is March 7, 2005.



This bouquet is the same container and recipe (simply change butterscotch cushions to yellow) at a \$39.99 SRP. Questions? Call Directory Services at 800-788-9000.

EXPECTED VALENTINE'S DAY BEST SELLERS

IN ADDITION TO THE FTD ROSE BOUQUETS AND VALUE Priced Roses, FTD.COM expects the following arrangements to be our top selling items for Valentine's Day 2005:

FTD BRANDED PRODUCT:

- 05-V1 The FTD® Valentine's Day Bouquet
- 05-V2 The FTD® Sweethearts® Bouquet
- 05-V3 The FTD® I Luv You Beary Much™ Gift
- 05-V4 The FTD® In Love with Red Roses Bouquet

OTHER EXPECTED TOP SELLERS:

- C52-3037 The FTD® Stunning Beauty™ Bouquet
- C22-3062 The FTD® Beloved® Bouquet
- C8-3078 The FTD® Love in Bloom™ Bouquet
- C13-3068 The FTD® My One and Only® Bouquet

To see the corresponding images of these products, look for the item numbers in your FTD Selections Guide Workbook or visit www.FTD.COM.

Tulips also continue to perform extremely well. They have become the new, contemporary take on Valentine's sentiments. Make sure you are codified to receive these orders.

We hope this information helps you as you plan for the upcoming holiday.

VALUE-PRICED FLOWER ORDERS EXPERIENCING FAST GROWTH

GENERATE INCREMENTAL ORDERS FOR YOUR SHOP BY codifying for the Value-Priced Flower program. Aggressive competitors are bypassing the florist with lower priced flowers shipped directly from the grower. FTD offers you a solution to compete and win in this environment with Value-Priced Roses, Single Flower Bouquets and Tulip Bouquets. Additionally, in order to help FTD Members fill Value Program orders, FTD Fresh Flowers offers incredible deals on fresh flowers to fulfill these orders in a profitable manner.

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

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.



The FTD® Sweethearts® Bouquet



The FTD® In Love with Red Roses Bouquet



The FTD® I Luv You Beary Much™ Gift



The FTD® Valentine's Day Bouquet

2005 FTD
FLORAL EXTRAVAGANZA



EASY FAX BACK form

2005 FTD Floral Extravaganza Registration Form July 22-24, 2005 Gaylord Texan Resort ★ Dallas, Texas

By Mail: FTD, Inc. Attn: Convention 2005, 3113 Woodcreek Drive, Downers Grove, IL 60515 ★ Fax: (630) 515-4183
Online www.FTDi.COM ★ Questions: 800-788-9000 ext. 6240 or convention2005@ftdi.com

MEMBER NUMBER: _____ SIGNATURE: _____

SHOP NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ COUNTRY: _____

PHONE: _____ FAX: _____ E-MAIL ADDRESS: _____

REGISTRATION COST • Package Options (Please designate package choice for each attendee 1, 2, 3, 4 below)

1 All-Inclusive Package: only \$399 (savings of \$50) Includes all:
Convention Meals • Social Events • Education Seminars* • Trade Fair

3 Education Only Package*: \$199 Includes:
Education Seminars*

2 Networking/Shopping Package: \$249 Includes all:
Convention Meals • Social Events • Trade Fair

4 Child Registration (12 & under): \$199 Includes:
Convention Meals • Social Events • Trade Fair

★ ATTENTION 2004 CONVENTION ATTENDEES: Receive \$50 off your 2005 registration! (offer valid until January 31, 2005)

Yes! Our shop attended the 2004 FTD Convention, please take \$50 off our registration costs!

* Members will be asked to sign up for all education seminars prior to the event.

ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4 ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4

ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4 ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4

ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4 ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4

TOTAL ATTENDEES: _____ TOTAL REGISTRATION FEES: _____

Each registration will be charged a \$100 deposit per person to hold your registration and will be applied to your full registration cost. However, if you sign up by December 31, 2004, that deposit is **ONLY \$49.95** per person! All deposits can be fully refunded if cancelled prior to April 1, 2005. You will be billed for the deposit per registration on your FTD Clearinghouse Statement for the month you registered. Registration fees will be applied to your shop's May 2005 FTD Clearinghouse Statement. All registrations received after May 15, 2005 will be charged the full registration fee upon registration.

LIMITED FREE ROOM OFFER!

FTD Members are eligible for the limited FREE room offer. This entails a reimbursement on your August 2005 Clearinghouse Statement for one room, two nights' room and tax, at the Gaylord Texan Resort in Grapevine, TX (\$350 U.S.) for the nights of July 22 and 23, 2005. Look for further details in upcoming FTD Newsletters on hotel reservation information.

Please contact me with more information about the following:

Mercury Users Seminars Children's Events Optional Tours Convention Savings Plan

Stay tuned to FTDi.COM for the full 2005 FTD Floral Extravaganza Schedule of Events.

CONFIRMATION/CANCELLATION REFUNDS:

All registrations will be confirmed upon receipt by fax or mail. If you must cancel for any reason, please notify us in writing by April 1, 2005 to receive a full refund of your deposit. Cancellations after July 18, 2005 and 'No Shows' will be charged the full cost of each individual registered package.



**FREE
HOTEL ROOM!**



**REGISTER NOW!
Reduced Deposit
Offer Expires
Dec. 31st!**

2005 FTD Floral Extravaganza July 22-24, 2005 ★ Gaylord Texan Resort ★ Dallas, TX

Known as the industry's largest Convention and trade show, the 2005 FTD Floral Extravaganza will include three days of exciting professional business and educational programs, as well as networking and shopping opportunities.

This year, FTD is expanding its education schedule, boasting more business programs than ever seen in the floral industry. In addition, FTD will look towards future industry trends and highlight products, services and programs that provide FTD Members with opportunities to increase their revenues and reduce their costs. As always, FTD will offer the very best networking opportunities, shaped around sharing ideas and social events to kick back Texas-style!

Attention 2004 Convention Attendees: Special offer! Receive \$50 off registration costs!

FREE ROOM OFFER! FTD is once again extending a free hotel room for two nights (\$350 value) to members who register for Convention. This is a limited time offer.

NEW! Package options! See below for the 2005 registration package options. Choose which option meets your needs!

- ★ **All-inclusive package: \$399 (savings of \$50)**
Includes all Convention meals, education programs*, social events and trade fair
- ★ **Networking/Shopping package: \$249**
Includes all Convention meals, social events and trade fair
- ★ **Education-only package: \$199**
Includes all education programs*
- ★ **Child package (12 & under): \$199**
Includes all Convention meals, social events and trade fair

*All registrants will be asked to sign up for education programs prior to the event.

Please Note: All registrants will be required to pay a \$100 deposit when they register for the event. HOWEVER, if FTD Members register prior to December 31, 2004, the deposit is only \$49.95! All deposits can be fully refunded if cancelled prior to April 1, 2005. The remainder of the registration fees will be billed on the May 2005 FTD Clearinghouse Statement.