2003
A Year of
Growing Together

FTD Wishes You and Your Family A Happy and Healthy New Year
Happy New Year!

The FTD team shares a wish for a successful year to you and your families. As we kick off 2003, I’d like to highlight some of our key accomplishments over the past year and exciting ways we look to increase the benefits of your FTD membership over the new year and beyond.

In addition to increasing our staff in the field to better service your business, we have participated in over 75 industry and member events and will continue to be present at local and state industry events with strong FTD Education programs focused on your needs for business, design and technology advancement. We’ve also enhanced and expanded product offerings to provide you with the best tools for your business. From exciting new Florists Online and Flowers All Hours features to reduced codified Branded product at key holidays and new technology solutions, such as Mercury Direct - FTD is here to help you run your floral business more efficiently, and more importantly - more profitably.

FTD also made a commitment to give you a CHOICE when making decisions for your business. We will continue to offer FTD Members a choice when sending orders through FTD technology platforms and will ensure that the Mercury Network continues to lead the way as the most reliable platform to send orders, and we will continue to drive orders to FTD Members that support the Mercury Network.

This year, we will continue to make a difference in the industry by strengthening our partnership with all FTD Members. We encourage your attendance at the FTD 2003 Convention and Trade Fair. This event, like no other, allows you to network with thousands of members from across the U.S., Canada and abroad; learn through outstanding Education programs; save with once-a-year product promotions. All while taking a close look at FTD, its leaders, its products and services. See pages 6 and 7 for all of the details surrounding this energized and member-focused event.

Throughout 2003, FTD will continue to focus on our partnership with you and provide you tools to continue to grow your business and bottom line. We appreciate all of the feedback we receive from FTD Members, and encourage you to share your ideas, suggestions and actively participate in your membership in order to take full advantage of the opportunities of being FTD. As always, feel free to contact me directly at bnorton@ftdi.com.

Happy New Year to you and your families.
The week before Thanksgiving, more than a dozen FTD Members joined together once again to spread festive cheer to the State of Florida through beautiful floral additions to Governor Jeb Bush’s Mansion in Tallahassee. Holly, Magnolia, Tea Olive, Sago Palm, Elaeagnus and Frazier Fir played a large part in this year’s holiday décor. Another key highlight this year was the FTD visit to the Governor’s mansion to see the décor.

CONGRATULATIONS TO FTD MEMBERS IN FLORIDA FOR ANOTHER SUCCESSFUL HOLIDAY DECORATING OF FLORIDA’S GOVERNOR’S MANSION

THE FLORENCE GOVERNOR’S MANSION FTD MEMBER DECORATING COMMITTEE:
- Nell Roberts and Steve Roberts of Ridge Florist
- Tony Swick and Michael Albright of Beach Florals
- Elaine Fulford and Denise McDonald of The Open Rose
- Barry & Susan Foster
- Danny Sexton and Jerry Gemski of Kissimmee Florist
- Ed Oman and Peter Berden of Just Originals
- Stan Brock of La Stan Florist and Gifts
- Stephanie Walker

FTD JOINS JUDY’S GRANTS PASS FLORIST & GIFTS FOR GRAND OPENING


“Opening our new shop was a dream come true. We were amazed by the support we received from FTD, up to and including having both Bob Norton and Merlin Olsen at the Grand Opening event. With FTD’s support we welcomed over 4,000 customers on opening day, and we are extremely proud of the results of the new business - Thanks FTD!”

— Rick and Judy Samuelson

With the many efforts made by Rick and Judy Samuelson, their family and staff to prepare for this monumental day, FTD partnered with Judy’s Grants Pass Florist & Gifts to lend a hand in the PR and media efforts. In addition FTD executives participated while they cut the ribbon and opened their doors to OVER 4,000 consumers on the first day of business!

Through the help of widely recognized sports icon and FTD Spokesperson, Merlin Olsen, and the planned media efforts of Rick Samuelson Jr. and FTD, Judy’s Grants Pass had three network TV hits, four radio interviews, including on-site broadcast on opening day and local print coverage.

“Public relations was a big part of our Grand Opening. With the help of FTD, we were able to secure Merlin Olsen as our spokesperson for grand opening weekend and had hits with three network TV stations and several local radio stations. Consumer awareness for Judy’s Grants Pass opening was unbelievable and showed in the traffic and feedback we have received since our opening event. I encourage members to partner with FTD for successful branding in their markets.”

— Rick Samuelson Jr.
SAF Offers FTD Members FREE Two-Month Membership

FTD Members that are not currently SAF members are invited to enjoy two months of SAF membership FREE to kick off 2003. You will enjoy the benefits of being part of a vibrant organization that has members from all industry segments — retail florists, growers, wholesalers, suppliers and importers.

An industry leader since 1884, SAF offers members a wide array of useful information, products and services to help you with your day-to-day operations and to plan for future growth and success. Like FTD, SAF is an organization that cares about the floral industry and your business success.

One of the benefits you will enjoy with this membership promotion is a copy of Floral Management, SAF’s informative trade publication that gives you practical, ready-to-use information to help you run a more profitable business and stay up to date on industry trends such as: care and handling, new products and technology.

“When you belong to SAF, you get information you need to help you with the many hats you wear in your flower shop: accounting, promotion, technology, design trends, you get it all. Membership in SAF makes sense.”
— Dean Georges, Irene Hayes Wadley & Smythe

Other benefits of your SAF Membership include:

- Trade Publications - Floral Management Magazine, Dateline, Week in Review, and Floral Trend Tracker. These important publications keep you informed on the business trends and issues affecting the floriculture industry.

- Access to Industry Research - SAF collects the latest consumer and industry research and information and tailors it to meet your needs, including sales statistics, care and handling information or small business advice.

- Government Relations - From working to increase research funding for the floriculture industry to efforts to protect your business from intrusive regulations, SAF’s Government Relations Department works to ensure that you have the freedom to run your business unencumbered by burdensome government rules and regulations.

Try out SAF membership FREE for two months and explore all of the benefits that your SAF membership has to offer. You may contact SAF Member Services TODAY toll-free at 800-336-4743 to extend your membership past the two free months or SAF will give you a call in March to sign you up.

FTD Members in Puerto Rico Codified and Ready for Your Orders!

Puerto Rico is the smallest and most easterly island of the Greater Antilles. It is bound by the Atlantic Ocean to the north and the Caribbean Sea to the south. Around 80% of the island’s land area is mountainous and hilly. Major Cities in Puerto Rico are San Juan, Ponce, Caguas, Mayaguez, Fajardo, Arecibo, Guayanilla & Cayey. Through its members, FTD has approximately 95% of coverage in the Island. As part of the U.S., FTD Members in Puerto Rico handle FTD branded products as well as beautiful and professional designs of their own. Although most flowers are available throughout the year, price may be a little different than average pricing in the United States due to cost of shipping. All FTD Members are on Mercury, and like every other FTD Member, a commitment to quality and satisfaction guarantee is always granted. Spanish is the official language, however English also is widely understood by most of the members. Members in Puerto Rico are codified in the FTD Directory and Toll Free listings at the end of the book, and also can be looked up in any of the Mercury platforms.

CONTACT INTERNATIONAL RETRANs BY:
PHONE: 800-788-9000 • E-MAIL: retrans@ftdi.com
WEB SITE: www.ftdi.com • MERCURY: 90-0266AA

FTD is proud to count the professional hands all over the world who assure quality and the best floral delivery service of the globe.
FTD Marketplace would like to give you some insider information... Exciting NEW products will be unveiled this year. Stay tuned for the next Buyers Guide (mailing in April) to be the first to see great new additions to the Marketplace line in 2003.

Your interest in FTD’s holiday containers was proven in 2002 with sellouts of more products than ever before! Be sure to order early and get codified for these all of the holiday containers in 2003. It’s not too late to order Valentine’s Day. Shop Marketplace online at www.FTDi.com or by calling Marketplace at 800-767-4000.

Just Warming Up to 2003? We’re Ready for 2004!
Include the New Calendars In Your Marketing Tools . . .
Your 2004 FTD Calendar Collection Is Available To Order Now!

Co-brand with FTD and order customized tools to help you increase sales, maintain your customer base and promote your shop as an FTD Member. Calendars offer a long-term solution for building your shop’s awareness; 12 months of low-cost advertising never looked so good. Calendars are a great way to reward valued customers with a small gift or incentive, while keeping your shop’s name in a convenient and visible place. Each of these pieces can be customized with your shop Imprint or Logo.

The Bestselling FTD® Wall Calendar can be customized with your shop information to remind customers of your shop throughout the year. Wall Calendars are great give-aways at your holiday open house.

Follow the example of Gregg Katz of Katz Floral Design who partnered with other local businesses to display calendars at their location using the FTD easel.

The FTD® Desk Calendar is mounted on a slanted easel for easy, at-a-glance reference with larger spaces each day for notations. Each month showcases an updated FTD® arrangement. More importantly, with your shop information, it subtly promotes your business on a daily basis.

NEW! The FTD® Date Book is a great new marketing item! Everyone will love this new 13-month calendar, featuring a new FTD arrangement each month. It is the perfect tool for customers to plan their upcoming holidays. This Date Book is small enough for your customers to carry with them, keeping your shop name and phone number always available.

Once your customers have one of the FTD® Pocket Calendars, they’ll wonder what they ever did without one. This handy-sized calendar fits in wallets and shirt pockets. The days of the year are listed on one side with holidays at-a-glance on the other.

The conveniently sized FTD® Easy Stick Calendar displays your imprint and features a non-marring adhesive backing. This ensures that your shop information can be seen in many different places; in a car, at a desk, next to a phone, on a computer or anywhere! Your customers will always have your shop name and phone number close at hand for easy ordering.

Don’t Miss Codification Deadlines!

Don't miss important codification deadlines!
Mother's Day Products . . . . . . . . . . . . . . . March 4, 2003
Grandparents, Bosses, Sweetest, Halloween and Autumn Products . . . . . . . . June 4, 2003
Winter Holiday Products . . . . . . . . . . September 4, 2003

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WHAT’S THE MOST EXCITING INDUSTRY EVENT OF THE NEW YEAR?
The FTD 2003 Convention and Trade Fair!

JULY 18-20, 2003 • Gaylord Palms Resort & Spa, Orlando, Florida

The New Year brings much excitement to FTD Members. FTD has been working hard to plan the most exciting FTD Convention and Trade Fair to date. “Growing Together” takes place July 18-20, 2003 at the Gaylord Palms Resort in Kissimmee, FL (right outside of Orlando). This three-day event is an opportunity for FTD Members to come together with FTD to discuss their business, shop with the most quality vendors in the industry, take time to understand the value of the partnership with the FTD Brand and enjoy the company of fellow florists.

The FTD 2003 Convention and Trade Fair offers an exhilarating schedule of events (see next page) including dedicated Trade Fair hours, insightful Business, Design and Technology seminars and exceptional FTD family events.

If all of this isn’t reason enough to register now, FTD once again is extending a FREE ROOM offer to the first 500 FTD Members to register. Register now for this phenomenal industry event to receive two nights free Convention accommodations at the Gaylord Palms Resort in Kissimmee, Florida.

Growing Partnerships, Knowledge and Profits . . . Together

The FTD 2003 Convention & Trade Fair celebrates the successful relationship between FTD Florists and FTD, Inc. through education, communication and networking. This event is the premier opportunity to support the growth of this phenomenal partnership.

THE FREE ROOM OFFER IS BACK! FTD is pleased to again offer 2 nights free convention accommodations at the Gaylord Palms Resort to the first 500 members to register! (One free room per membership - A value of $350).

Visit www.ftdi.com for the detailed schedule of events and register.
Email convention2003@ftdi.com or call 8
FTD Florists and FTD, Inc.

Growing Together Through

- Mercury Technology User Seminar: July 16-17, 2003
- Insightful Design Education such as “A Wedding Duo” by Toomie Farris and Tina Stoecker
- The Industry’s Most Recognized, Quality Vendors Offering FTD Member Specials
- Business Seminars to Boost Your Bottom Line
- Unbeatable Deals from FTD Technology, Marketplace and Member Services
- NEW! The FTD Member Networking Garden
  - Roundtable Discussion Groups offered in the Trade Fair
  - NEW! FTD Kids Events
  - NEW! FTD Behind the Scenes Tour of Disney Floral Design Center

... All In An Exciting & Energized Environment

Register now online or fax your registration form to 630-515-4183. 800-788-9000 ext. 6240 with questions.
FTD Florists Online (FOL) has simplified its Web site packages by combining site levels. These changes occurred on January 1, 2003.

Previously, FOL offered four Web site levels, C, B, A and FIS. Now there will be only three levels offered, Advanced, Standard and Basic, and all current FOL customers will fall into one of these three levels. All C and B level FOL sites will now be called Advanced, all A level FOL sites will now be named Standard and all FIS level sites will be known as Basic.

These changes continue our focus on helping to grow your online business. Please note, there will be no change to your existing site and all new additional features will be added at your request. FOL will continue to add exciting new features to help strengthen your online business at no additional cost to you.

If you have any questions, please contact Member Services by e-mail at ftdmemberservices@ftdi.com or call 1-800-788-9000. Please contact FOL at 800-576-6721 if you would like to add any new features.

NEW FEATURES:
Below are a list of exciting new features that will be offered, resulting from the newly restructured FOL Web site levels.

Advanced – After the Valentine’s Day holiday, FOL will be launching new features for all Advanced Level members to apply to their current sites. Note: Previous Level B sites are now Advanced Level sites and have brand NEW features such as:

- First level rotation in City Search.
- Add Floral Value - ability to up-sell by product.
- All Unique Designs are now FREE, no matter how many.
- Ability to offer online discounts using promotion code.

PRICE FOR ADVANCED LEVEL SITES: $95

Standard – Now all Standard FOL sites have brand NEW features such as:

- All Unique Designs are now FREE, no matter how many.
- Ability to add balloons, bears, candy and greeting cards to any online order.
- Add Floral Value - ability to up-sell by product.
- Ability to offer online discounts using a promotional code.
- List of all International products.
- List of all Selections Guide products.
- Second level rotation position in City Search.

PRICE FOR STANDARD LEVEL SITES: $35

Basic – Now all Basic FOL sites have brand NEW features such as:

- Ten additional everyday products.
- Third level rotation position in City Search.
- Ability to add balloons, bears, candy and greeting cards to any online order.

PRICE FOR BASIC LEVEL SITES: $12
Consider the FTD Cash-Flo credit card program. It’s easy to use, very affordable and works with all major credit cards. Let us review your current credit card program and provide you with a FREE estimate and cost comparison. In most cases, Cash-Flo can get you better rates.

CONTACT CASH-FLO BY:
PHONE: 800-788-9000 ext. 4262 • WEB SITE: www.ftdi.com/cashflo
E-MAIL: cashflo@ftdi.com • MERCURY: 90-0639AA

KEY BENEFITS:
• Low, flexible rates due to FTD’s high credit card volume.
• Simple statements available online at www.ftdi.com/onlinesmt.
• Ability to process all major credit cards through one terminal.
• Save equipment expenses; Cash-Flo works through Mercury.
• Flexible payment options to fit your cash flow needs.
• Receive Address Verification to reduce fraud.

FTD’s Valentine’s Day Advertising

Remember that FTD kicks off its Valentine’s Day advertising on TV and in print beginning February 1st.

U.S. FLORISTS

Look for FTD’s exciting TV ad on various NBC shows such as West Wing and Dateline NBC and on cable stations such as ESPN and TNT. Also, check out FTD’s print ad within various men’s magazines, including GQ, Sports Illustrated and Entertainment Weekly.

CONTACT FLOWERS ALL HOURS BY:
PHONE: 800-669-1000 • WEB SITE: www.ftdi.com/flowersallhours
E-MAIL: fah@ftdi.com • MERCURY: 90-9200AA

KEY BENEFITS:
• Generating new customers and increased sales.
• Competing with other 800 numbers and 24 hour floral services.
• Offering shopping convenience to your current customers.
• Ringing up sales 24 hours a day, 7 days a week, 365 days a year.
• No need to hire additional help, FAH is your part-time employee.

CANADIAN FLORISTS

FTD is pleased to have both TV and print advertising in Canada. Look for the TV ads on shows such as Alias, CSI Miami and Hockey Night in Canada. Also, check out FTD’s print ad within Report on Business, The Hockey News and TV Guide.

KEY BENEFITS:
• Generating new customers and increased sales.
• Competing with other 800 numbers and 24 hour floral services.
• Offering shopping convenience to your current customers.
• Ringing up sales 24 hours a day, 7 days a week, 365 days a year.
• No need to hire additional help, FAH is your part-time employee.

FTD® Flowers All Hours®

. . . Never Miss An Order Again!

It’s a 24/7 world and consumers shop whenever they can. Be a 24/7 floral shop and accept orders whenever your customers want to shop with help from FTD Flowers All Hours (FAH).

Highly trained FTD phone representative can answer your shop’s calls and take orders anytime day or night. We will take care of your customers just like you do.

CONTACT FLOWERS ALL HOURS BY:
PHONE: 800-669-1000 • WEB SITE: www.ftdi.com/flowersallhours
E-MAIL: fah@ftdi.com • MERCURY: 90-9200AA

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• Offering shopping convenience to your current customers.
• Ringing up sales 24 hours a day, 7 days a week, 365 days a year.
• No need to hire additional help, FAH is your part-time employee.

Take Advantage of The Best Credit Card Program In The Industry!

Consider the FTD Cash-Flo credit card program. It’s easy to use, very affordable and works with all major credit cards. Let us review your current credit card program and provide you with a FREE estimate and cost comparison. In most cases, Cash-Flo can get you better rates.

CONTACT CASH-FLO BY:
PHONE: 800-788-9000 ext. 4262 • WEB SITE: www.ftdi.com/cashflo
E-MAIL: cashflo@ftdi.com • MERCURY: 90-0639AA

KEY BENEFITS:
• Low, flexible rates due to FTD’s high credit card volume.
• Simple statements available online at www.ftdi.com/onlinesmt.
• Ability to process all major credit cards through one terminal.
• Save equipment expenses; Cash-Flo works through Mercury.
• Flexible payment options to fit your cash flow needs.
• Receive Address Verification to reduce fraud.
Priding itself on being innovative and creating a customer friendly environment, Flowers by the Dozen is very serious about growing their business and making money. A family operation with three shops, they installed their first FTD shop management system on November 19th. We asked Tony Castagner, owner of Flowers by the Dozen, to share his views on technology automation and the Advantage experience.

Why did you decide to automate your shop operation?

"To make more money. Two very important components to being financially successful are merchandising and customer service. My family believes that creating an exciting, ‘happening’ setting for our customers is key. The music, the meticulously designed open showroom and the all-fresh flowers concept are all part of the carefully created environment. Additionally we travel to Europe several times a year to see new trends. Plus, our staff wears all black and only FTD and Flowers by the Dozen logos are allowed. O n Saturday afternoon, the music is cranked up a few notches. The feel is that of a GAP store in a trendy location.

Automating fits into the second point, excellent customer service. Now that the employees can access the patron’s buying history on the Order Entry screen, both our sales and personalized service have improved. Even if an employee never met the customer before, the Order Entry screen information gives vital information for both selling and service. The customers appreciate that we make buying easy."

Tell us about the Drive-Thru concept.

"Again, customer service was the driving force. Our Burlington store features the Drive-Up window, the first in Canada. We call Thursday and Friday nights “CEO Nights”, because between 4 p.m. and 7 p.m., the Drive-Up window services a steady flow of corporate executives. They simply go through the Drive-Up and choose one of ten items from the Menu board or pick up a specially designed order that was ordered via phone. It’s a no hassle purchase. Because these transactions needed to be handled quickly, Point-of-Sale is necessary. Advantage has a good POS system."

Why did you choose Advantage?

"We like the system and believe that it will get even better. I’m working with Liz Eckhardt and the FTD Development Team on some future enhancements and we have confidence in the Support and the Training crew. All three stores have a high percentage of walk-in traffic so quickly processing Point-of-Sale transactions is vital. We handle 150 POS transactions daily. And because we always want to have a current financial picture, the Business Snapshot is a great tool. And most importantly, it goes back to something Bob Norton said at our Canadian meeting last fall. He said, ‘Pick a team’ and Flowers by the Dozen chose FTD for its technology."

Did you find the transition from hand written orders and bookkeeping to full automation difficult?

"Not really, because we were ready. At our staff meeting, we discussed the forthcoming changes and the value to the shop and our customers. We expect our employees to embrace change. That is the only way to be innovative."

You have developed a strong business identity. How does FTD fit into the picture?

"In the beginning it didn’t! When we started out 11 years ago, we were not full service florists. However, as the years passed and we developed our shops, we were invited to be a member. Flowers By the Dozen values the relationship with other successful florists, including sharing orders and business opportunities."
FTDi.COM Your Business-to-Business Website!

FTDi.COM brought some exciting new features and services to your B2B website in 2002! All members now have the ability to sign up for a FREE FTD email address, and FTD InternetLink (ISP) service is now available. Update your pricing and product offering for your Florists Online website. View the upcoming TV commercials and order your FREE tapes to run the ads in your market. Easy online registration for the FTD Convention & Trade Fair. Launch of the FTD Image & Logo Library - over 500 beautiful images that can be downloaded and used for your print materials or business website expanded communication by launching FTDi.COM E-News.

FTDi.COM is excited to strengthen our “online” partnership with our members in 2003! Contact FTDi.COM at webmaster@ftdi.com to share how you use the features currently available on FTDi.COM. Do you have a suggestion about a new feature or service that is not currently offered on FTDi.COM that would help increase your business efficiency? Let us know!

FTDi.COM Contest

Enter the January FTDi.COM Contest online, by answering the following question for your chance to win a $500 credit on a NEW Mercury Technology upgrade, module or service fee. The credit is good for Mercury Direct, Mercury Wings and Mercury Advantage.

QUESTION: The best reason to send an order via computer over the Mercury Network is...

A. The order is automatically reported to the FTD Clearinghouse Statement
B. It saves time to send the order electronically vs. calling the other shop.
C. There is less chance of error with the written order.
D. All of the above.

ANSWER: D. All of the above.

Contest deadline is midnight of January 31, 2003. One winner will be chosen from all correct entries.

Congratulations to Holden’s Florists in Dundas, Ontario, Canada!!

Holden's Florists was the November contest winner and will be receiving a $500 FTD Florists Online (FOL) credit which can be applied towards any FOL service (setup fees for new users or upgrades of existing users, or monthly hosting/maintenance)!

WE'D LOVE TO HEAR FROM YOU! FTD welcomes comments and suggestions from FTD Florists for the Newsletter. Contact the FTD Public Relations Department by writing to FTD, Attn.: PR Dept., 3113 Woodcreek Drive, Downers Grove, IL 60515, or send an email to newsletter@ftdi.com. Please include your FTD Member Number.

FTD to Test New Rose Offering

FTD is planning to test a new product to help FTD florists remain competitive in the industry. After Mother’s Day, FTD will begin testing a new rose offering - a dozen medium stem roses, boxed with no greens or fillers, for $39.99 including delivery. This product is priced to attract new consumers who are currently going to other competitors in the industry for their flower purchases. We believe that this product offering will not cannibalize the premium long stem vased rose bouquets, but instead will create incremental sales opportunities.

FTD Members can send orders for this new rose product and can choose to accept orders by becoming codified in the May/June/July FTD Directory. FTDi.COM will also participate in this program starting after Mother’s Day. Available only in the continental U.S.

Codification deadline: March 4, 2003
Get codified by calling 800-788-9000.

If you would like to find out more about receiving FTDi.COM orders, simply call our Florist Hotline at 800-554-0993 or send a GEN message to our Customer Service Department, using shop code 90-8400AA. Please direct all questions to FTD Member Services at 800-788-9000.

FTD Fresh Flowers Rose Special!

FTD Fresh Flowers offers FTD members a special on medium stem roses for this new product offering. Purchase 50 cm red roses in 200 per box delivered to the shop for $0.65/each($7.80/dozen). FTD Members with truck service will get these roses at $0.50/each($6.00/dozen). This offering is U.S. only and begins after Mother’s Day.
Call FTD Fresh Flowers at 800-366-1863 to find out more about this great deal.
2003 VALENTINE’S DAY PRINT AD

Visit www.FTDi.COM to view the media schedule for all Valentine’s Day Advertising.