



NEWS RELEASE

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Greatfood.com® Launches Affiliate Program with ShareASale

CHICAGO, ILLINOIS, October 20, 2008/PRNewswire- Greatfood.com, the vision of Jim and Chris McCann, CEO and President of 1-800-FLOWERS.COM, Inc. announced today the launch of a new affiliate marketing channel on ShareASale. Greatfood.com, a subsidiary of 1-800-FLOWERS.COM's family of brands, helps people connect through food by enhancing a customer's gift giving, entertaining and dining experiences.

"We are delighted to join forces with ShareASale to launch a new affiliate marketing channel. We believe affiliates will be very excited about this program, as there is a competitive 12% commission per sale along with a 45 day tracking gap," said Leslie Convey, General Manager, Greatfood.com.

Greatfood.com features high quality specialty food desserts, jams and spreads, cheese, wines and gourmet gift baskets. In addition, the company prides itself on engaging small vendors to find the very best and unique products for their customers.

"We are so thrilled to have Greatfood.com as part of the ShareASale network," said Carolyn Tang, Director of Client Services at ShareASale. "Their vast selection of products look absolutely scrumptious, and their enthusiasm and affiliate-friendly attitude will no doubt drive much success in the channel."

The program went live on September 29, 2008. For more information on ShareASale and on the Greatfood.com affiliate program, please visit: <http://www.ShareASale.com> or <http://www.Greatfood.com>.

About ShareASale.com, Inc.

Chicago-based ShareASale is a provider of e-commerce tracking and affiliate management solutions for small- to mid-sized businesses. By facilitating relationships between affiliate marketers and merchants, ShareASale helps its clients tap into new sources of revenue. With over 2,000 merchants and thousands of affiliates, ShareASale is committed to driving all-around profitability based on fair, honest and proactive practices.

About Greatfood.com®

Greatfood.com offers a wide array of quality high-end gourmet food gift selections at affordable prices. They work with niche, hard-to-locate specialty vendors to find the very best products that exceed the needs of all their customers.

About 1-800-FLOWERS.COM

The 1-800-FLOWERS.COM, “Gift Shop” also includes gourmet gifts such as popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or www.thepopcornfactory.com); exceptional cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or www.cherylandco.com); premium chocolates and confections from Fannie May® confections brands (www.fanniemay.com and www.harrylondon.com); gourmet foods from Greatfood.com® (www.greatfood.com); wine gifts from Ambrosia® (www.ambrosia.com); gift baskets from 1-800-BASKETS.COM® (www.1800baskets.com) and DesignPac as well as Home Decor and Children’s Gifts from Plow & Hearth® (1-800-627-1712 or www.plowandhearth.com), Wind & Weather® (www.windandweather.com), HearthSong® (www.hearthsong.com) and Magic Cabin® (www.magiccabin.com). 1-800-FLOWERS.COM, Inc. stock is traded on the NASDAQ Global Select Market under ticker symbol FLWS.

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