

Special Bonus

2006 Gift and

CELEBRATIONS

Planning

CALENDAR

1-800-flowers.comSM
2005 Annual Report

Your Florist of ChoiceSM

ABOUT 1-800-FLOWERS.COM®

For more than 25 years, 1-800-FLOWERS.COM, Inc. – “Your Florist of ChoiceSM” – has been providing customers around the world with the freshest flowers and finest selection of plants, gift baskets, gourmet foods and confections, and plush stuffed animals perfect for every occasion. 1-800-FLOWERS.COM® offers the best of both worlds: exquisite, florist-designed arrangements individually created by some of the nation’s top floral artists and hand-delivered the same day, and spectacular flowers shipped from our growers to your door fresh. Customers can shop 1-800-FLOWERS.COM 24 hours a day, 7 days a week via the phone or Internet (1-800-356-9377 or www.1800flowers.com) or by visiting a Company-operated or franchised store. Gift advisors are available 24/7, and fast and reliable delivery is offered same day, any day. As always, 100 percent satisfaction and freshness is guaranteed. The 1-800-FLOWERS.COM collection of brands also includes home decor and garden merchandise from Plow & Hearth® (1-800-627-1712 or www.plowandhearth.com); premium 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); gourmet foods from GreatFood.com® (www.greatfood.com); children’s gifts from HearthSong® (www.hearthsong.com) and Magic Cabin® (www.magiccabin.com); and wine gifts from the WineTasting Network® (www.ambrosiawine.com and www.winetasting.com). 1-800-FLOWERS.COM, Inc. stock is traded on the NASDAQ market under ticker symbol FLWS.

SPECIAL NOTE REGARDING FORWARD-LOOKING STATEMENTS

A number of statements contained in this report, other than statements of historical fact, are forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995. These statements involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the applicable statements. These risks and uncertainties include, but are not limited to: the Company’s ability to achieve cost efficient growth; its ability to maintain and enhance its online shopping web sites to attract customers; its ability to successfully introduce new products and product categories; its ability to maintain and enhance profit margins for its various products; its ability to provide timely fulfillment of customer orders; its ability to cost effectively acquire and retain customers; its ability to continue growing revenues; its ability to compete against existing and new competitors; its ability to manage expenses associated with necessary general and administrative and technology investments; its ability to cost effectively manage inventories; its ability to improve its bottom line results; its ability to leverage its operating infrastructure; its ability to achieve its stated results guidance for fiscal 2006 and general consumer sentiment and economic conditions that may affect levels of discretionary customer purchases of the Company’s products. For a more detailed description of these and other risk factors, please refer to the Company’s SEC filings including the Company’s Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. The Company expressly disclaims any intent or obligation to update any of the forward looking statements made in this report or in any of its SEC filings except as may be otherwise stated by the Company.

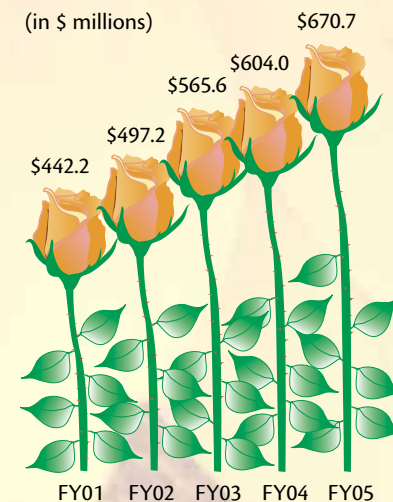
FINANCIAL HIGHLIGHTS

	Years Ended				
	July 3, 2005	June 27, 2004	June 29, 2003	June 30, 2002	July 1, 2001
	(in thousands, except percentages)				
Total Net Revenues	\$670,679	\$603,978	\$565,618	\$497,205	\$442,239
Online Revenues	360,902	307,470	265,278	218,179	182,924
Telephonic Revenues	259,929	263,039	271,071	248,931	230,723
Non-floral Revenues*	47%	48%	49%	46%	41%
Gross Profit Margin Percentage	41.1%	41.9%	42.6%	41.0%	39.4%
EBITDA	\$ 26,387	\$ 36,402	\$ 27,510	\$ 11,396	\$(23,757)
EPS	0.12	0.60**	0.18	(0.02)	(0.64)

* As a percentage of combined online and telephonic net revenues.

** For the year ended June 27, 2004, EPS included a net income tax benefit of \$19.2 million, or \$0.28 per share.

TOTAL REVENUES



FINANCIAL REPORT INSERT

See inside rear-cover pocket.

FISCAL 2005 ACHIEVEMENTS

Grew total revenues 11 percent, or \$66.7 million, to \$670.7 million; online revenues grew 17.4 percent, or \$53.4 million, to \$360.9 million.

Accelerated the turnaround in our Plow & Hearth® home-and-garden business where we achieved approximately 13 percent revenue growth in the fiscal fourth quarter and six percent for the full year, reversing the prior year's negative sales trend.

Completed the acquisitions of Cheryl&Co.®, a leading multi-channel retailer of cookies and other baked gifts, and the WineTasting Network®, a Napa Valley-based provider of winery services and direct-marketer of wine gifts and wine clubs.

Cost-effectively attracted 3.3 million new customers while concurrently increasing annual repeat order rate to approximately 47 percent.

ONLINE REVENUE GROWTH



To our Shareholders



During fiscal 2005 we revitalized key areas of our business, built a strong position in our Food, Wine and Gift Basket category and initiated an effort to grow our Bloomnet® florist business-to-business operations. From the standpoint of revenue growth, essentially, the year was a tale of two halves. During the first half, we successfully revitalized our home and yard business category – no small accomplishment considering the negative sales trend we saw in fiscal 2004. By focusing on improving the merchandising and creative for our Plow & Hearth® brand, we achieved solid year-over-year comparable sales growth, highlighted by almost 13 percent growth in our fiscal fourth quarter. On the “need for improvement” side, total revenue growth in the first half lagged our double-digit targets. In retrospect, we were not aggressive enough in our marketing efforts for our core floral gift business.

Thus, in January, we launched an effort to significantly step up our marketing programs and drive accelerated revenue growth. This effort was designed specifically to make us more aggressive in terms of new customer acquisition under our flagship 1-800-FLOWERS.COM® brand, leveraging what we believe is the lowest cost to acquire a new customer in

the floral category. As a result, we cost-effectively attracted more than 1.6 million new customers during the second half of fiscal 2005 – and 3.3 million for the full year – while keeping customer acquisition cost below our targeted \$20 level. Most important, we more than doubled our revenue growth rate to 16 percent in the second half of the fiscal year, compared with 6 percent in the first half and thereby achieved total revenue growth of 11 percent for the full year. While the additional marketing and advertising investments reduced our bottom-line results, we believe the success of our efforts here has provided excellent momentum toward achieving our goal of solid, and increasingly profitable, double-digit revenue growth during fiscal 2006.

Investing in New Opportunities

Also in January, we announced plans to begin making investments to grow our Bloomnet florist business-to-business operations. For almost 20 years, Bloomnet has been a select network of florists representing, typically, less than ten percent of the total number of florists in the country. These florists were carefully chosen for their exceptional design capabilities and their willingness to adhere to our stringent quality standards. As a result, Bloomnet has enabled us to consistently provide our customers with the very best quality floral gifts with unique same-day, any-day delivery capabilities.

In our new Bloomnet initiative, we are leveraging our leadership position in the floral industry – including our growing order volume and scalable technology platform – to offer select florists throughout the country a compelling opportunity to grow their businesses and improve their profitability. To accomplish this, beginning in the second half of fiscal 2005, we have made, and will continue to make, investments, primarily in the form of sales and management personnel, to expand and deepen our florist relationships while maintaining our industry-leading quality standards. By selectively growing the Bloomnet network and providing an expanded offering of products and services to our florist members, we believe we can build a strong, incremental revenue stream that will generate significant returns going forward.

Accelerating Growth in Food, Wine and Gift Baskets

During fiscal 2005 we made two acquisitions to help accelerate growth in our key Food, Wine and Gift Basket category. In November, we acquired the WineTasting Network®, a Napa Valley-based leader in distribution services for more than 100 of California’s leading wineries and a direct-to-consumer wine marketer through the AmbrosiaSM wine brand. Wine, as both a consumer and corporate gift, is something our customers have long requested. However, various state laws restricting interstate shipping of wine have slowed the development of this business. Fortunately, an increasing number of states are opening their borders to allow wineries to ship directly to consumers. As this trend continues, and states gradually extend the new open shipping policies to wine retailers, we believe the WineTasting Network will provide an excellent platform from which we can build a leading position in gift baskets and gift sets containing great wines.

We made our second acquisition of the year at the start of the fourth quarter buying Cheryl&Co.®, a leading, multi-channel retailer of cookies and other baked gifts. Delicious cookies, cakes and other baked goods are among the fastest growing gifts in our Food, Wine and Gift Basket category. This was illustrated by the successful rollout of our own, internally-developed Mama Moore’s Bakeshop® brand, which grew to several million dollars in sales over the past two years. In our review of this category, Cheryl&Co., already with more than \$30 million in sales, consistently stood out as a leader with its excellent product quality, exceptional packaging design and innovative gift presentation.

Based in Ohio, Cheryl&Co. has a history of strong revenue growth and profitability that we believe we can accelerate by giving their excellent management team access to the unique collection of assets and capabilities that we have developed over the years, including our e-commerce technology and marketing expertise, our customer service and fulfillment capabilities, our expanded corporate sales force, our strong balance sheet and our database of more than 15 million customers. Importantly, when combined with our other food gift offerings, we expect the acquisitions of the WineTasting

Network and Cheryl&Co., will increase our annual revenues in this key category to more than \$100 million for fiscal 2006.

Marketing Message is Resonating

Throughout the second half of fiscal 2005 and into our current fiscal year, we have seen an increasing number of new and existing customers embrace 1-800-FLOWERS.COM as their “Florist of Choice.” Our marketing efforts and message are resonating with customers, as we can measure through our internal metrics on retention, frequency and the range of products purchased. Our “Your Florist of ChoiceSM” message conveys our unique ability to provide our customers with choices, including our florist designed gifts, hand-delivered same-day anywhere in the country, our “Fresh From Our Growers” product line of flowers shipped fresh, overnight (an innovation we pioneered more than 20 years ago), our exclusive “expert designers” collections, featuring “celebrity designers” such as Jane Carroll, Julie McCann Mulligan and Jane Packer, plus all the other great gifts that customers could expect to find in their “high-end” florist: candy, giftware, towers of baked gifts and a broad range of gift baskets and gift sets. Of course, all of our gifts come with a 100 percent quality guarantee, another innovation we introduced more than a dozen years ago.

The combination of our expanded gift offering, the strength and reliability of our brand and the convenience of our multi-channel retail access continues to enable us to deepen our relationships with our customers. During the year, even as we stepped up our customer acquisition efforts and attracted a record number of new customers, we also increased our customer repeat rate, reaching more than 46 percent for the full year. During fiscal 2006, we plan to continue both our accelerated new customer acquisition efforts and increase our repeat customer rate, and thereby enhance top- and bottom-line growth.

Financial Highlights

During fiscal 2005, we grew total revenues 11 percent, or \$66.7 million, to \$670.7 million, compared with \$604 million in fiscal 2004. This increase was driven primarily

by online revenue growth of 17.4 percent, or \$53.4 million, to \$360.9 million compared with \$307.5 million in the prior year. Gross profit margin percent for the year was 41.1 percent compared with 41.9 percent in fiscal 2004, primarily reflecting product mix and promotional pricing programs.

Floral gift sales, which grew approximately 10 percent for the year, represented 52.7 percent of total combined online and telephonic revenues, up from 52.3 percent in the prior year. It is important to note that this increase came on top of the largest base in the floral category, thereby extending our market leadership.

Revenues from our Specialty Brands businesses increased 12.4 percent to approximately \$226 million. Excluding our home and garden business, which grew approximately 6 percent for the year, the Specialty Brands businesses grew approximately 23 percent to approximately \$100 million.

During fiscal 2005, the Company's operating expense ratio was 39.3 percent compared with 38.3 percent in the prior year. This reflects our previously discussed strategy to increase spending in several key areas:

- Marketing and selling for our core floral gift business,
- Expansion of our Bloomnet B2B operations, and
- Infrastructure investments for our recent acquisitions.

The increase also reflects the carrying costs associated with the seasonality of the new businesses we acquired during the year, both of which generate the majority of their revenues and profitability in the calendar year-end holiday period, our fiscal second quarter.

Strong Balance Sheet

We continue to have a strong balance sheet with minimal debt and ample cash. At the end of fiscal 2005 our

cash and investments position was approximately \$47 million, even after we used approximately \$50 million during the year to acquire the WineTasting Network and Cheryl&Co. and an additional \$9.8 million in our ongoing stock repurchase program. Our solid balance sheet affords us the ability to grow our business through both organic development efforts as well as strategic acquisitions. In addition, to the extent that we generate cash in excess of these

In terms of business categories:

- In our floral consumer business, we expect to drive double-digit revenue growth, and thereby expand our market lead;
- In our Home and Garden business, we plan to build on the successful turnaround achieved in fiscal 2005, and expect revenue growth in the mid-single digit range;
- In our Food, Wine and Gift Baskets businesses, we expect to generate more than \$100 million in revenue through a combination of organic growth and full-year contributions from Cheryl&Co. and the WineTasting Network.

In terms of margin opportunity, during the year, we expect to expand our gross margin by 150 basis points, primarily through a combination of product mix, pricing initiatives, improved product sourcing, and fulfillment and customer service enhancements. Reflecting our plans to continue to invest in the key areas discussed earlier, we expect our operating expense ratio will be in line with fiscal 2005. As a result of these factors, during fiscal 2006, we expect to achieve pro forma earnings growth of more than 75 percent compared with fiscal 2005. We define pro forma earnings as

GAAP net income excluding stock-based compensation expense and the related tax effect, as calculated under FAS No. 123R. We expect the non-cash impact of stock-based compensation expense during fiscal 2006 to be in a range of \$3-to-\$4 million.

In addition to the strong earnings growth, and as a result of our relatively low working capital requirements, we expect cash provided by operations to be more than \$40 million during fiscal 2006 with capital expenditures in a range of \$14-to-\$16 million for the year.

Quarterly Guidance

In terms of our quarterly guidance for fiscal 2006, it is important to note that we anticipate an increase in the seasonality of our business primarily associated with our specialty brands, in particular the acquisitions we've made in the Food, Wine and Gift Basket area.

For the past two years we've received rave reviews for the innovative design of our annual reports; incorporating our Celebrations Calendar (fiscal 2003) and Celebrations Appointment Book (fiscal 2004) along with our detailed financial results report and outlook for the new year. For fiscal 2005, we've once again incorporated a value-added Celebrations Calendar – complete with useful gifting tips and descriptions of our expanded customer engagement services, all designed to make 1-800-FLOWERS.COM® “Your Florist of ChoiceSM” for our customers and investors alike.

needs, we plan to continue to return value to our shareholders through our stock repurchase program, subject to general business and market conditions and other factors, including alternative investment opportunities.

Growth Guidance

During fiscal 2006, we plan to continue the strategic initiatives launched in the second half of fiscal 2005 and expect to drive revenue growth in a range of 14-to-16 percent. We anticipate the majority of this growth will come through our online channels while telephonic sales will likely grow at a single digit pace. We expect our retail and fulfillment revenue line – which includes our expanding Bloomnet operations, our winery services business and our company-owned and franchised stores – to grow more than 50 percent compared with fiscal 2005.

As such, in fiscal 2006 we anticipate a significantly larger concentration of both revenues and profits will occur in our fiscal second quarter (the calendar year-end period, which includes the holiday shopping season).

Conversely, we anticipate that our fiscal first quarter – traditionally our lowest in terms of revenues due to the lack of any major gifting holidays during the summer months – will record a larger loss compared with the prior year. This loss reflects the carrying costs associated with our recently acquired companies, as well as our continued investments in marketing programs and our Bloomnet B2B operations.

Looking ahead, as we enter our 30th year in business – having grown from one flower shop to a leadership position in the floral and gift category – we are well positioned to leverage the investments we made last year and those we are making this year in both our existing businesses and new business initiatives. As a result, during fiscal 2006, we anticipate achieving accelerated, double-digit revenue growth while significantly enhancing our bottom-line returns in the form of even faster growth in earnings and cash flow. We believe this combination of sustainable growth and profitability will enable us to build long-term value for our shareholders. We thank all of our customers, associates, investors, vendors and business partners for their continued support.

Sincerely,

Jim McCann
Chairman and CEO

Chris McCann
President

January 2006





Ring in the new year with uniquely imaginative gifts

DECEMBER 2005												
				1	2	3						
4	5	6	7	8	9	10						
11	12	13	14	15	16	17						
18	19	20	21	22	23	24						
25	26	27	28	29	30	31						

FEBRUARY 2006												
				1	2	3	4					
5	6	7	8	9	10	11						
12	13	14	15	16	17	18						
19	20	21	22	23	24	25						
26	27	28										

Forget you not.

It's the start of a new year, and 1-800-FLOWERS.COM® can make this year your easiest ever for gift shopping. Visit www.1800flowers.com and sign up for our **Gift Reminder Service**. Imagine the convenience of receiving automatic emails throughout the year, reminding you of important gifting occasions... birthdays, anniversaries, graduations, and much more!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <i>New Year's Day</i>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 <i>Martin Luther King Jr's Birthday (observed)</i>	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
					<p>Find the perfect gift for New Year's celebrations and every other special day. Call 1-800-FLOWERS® (1-800-356-9377), click www.1800flowers.com or come in to one of our stores!</p>	



February 2006





Say "I love you" with beautiful gifts that touch the heart

JANUARY 2006

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MARCH 2006

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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Your florist of choiceSM

With stunning flowers fresh from our growers and magnificent bouquets designed by the best in the business, it's no wonder 1-800-FLOWERS.COM[®] has been the florist of choice that millions of people have relied on for almost 30 years. Whether it's a dozen roses or our signature Birthday Flower Cake[®], we'll help you make every occasion special.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Groundhog Day	3	4
5	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17	18
19	20 Presidents' Day	21	22	23	24	25
26	27	28				

Order Florist Designed gifts by 1 p.m. ET and we'll deliver TODAY! Call 1-800-FLOWERS[®] (1-800-356-9377), click www.1800flowers.com or come in to one of our stores!

March 2006





Celebrate St. Patrick's Day

with charming gifts they can't resist

FEBRUARY 2006

		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28				


APRIL 2006

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Fresh, from us to you.

March is the ideal time to celebrate the coming of spring with a wondrous bouquet of flowers from 1-800-FLOWERS.COM.® Our **Fresh From Our Growers Collection** features bouquets from the world's finest floral farms. Only the freshest flowers are picked at the peak of perfection by specially selected growers, then delivered fresh anywhere in the country.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
At 1-800-FLOWERS.COM [®] , we promise the freshest flowers, artistically designed...and we have many more gift choices! For example, visit www.thepopcornfactory.com for scrumptious popcorn and candy.			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17  St. Patrick's Day	18
19	20 <i>First Day of Spring</i>	21	22	23	24	25
26	27	28	29	30	31	

April 2006





Turn your thoughts to spring with gifts that capture the season

MARCH 2006												
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5	6	7	8	9	10	11						
12	13	14	15	16	17	18						
19	20	21	22	23	24	25						
26	27	28	29	30	31							

MAY 2006												
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14	15	16	17	18	19	20						
21	22	23	24	25	26	27						
28	29	30	31									

Your satisfaction, guaranteed.

You deserve quality and at 1-800-FLOWERS.COM®, quality is our number-one priority. Every gift is backed by our **100% satisfaction guarantee**. This spring, and every other season, you can depend on 1-800-FLOWERS.COM® for flowers and many other gifts that you'll be proud to give and your friends and loved ones will be thrilled to receive.



1-800-flowers.comSM

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Select a stylish and innovative creation from Jane Packer, Julie McCann Mulligan or Jane Carroll...our expert Floral Designers. Call 1-800-FLOWERS® (1-800-356-9377), click www.1800flowers.com or come in to one of our stores!</p>						1 April Fool's Day
2	3	4	5	6	7	8
9	10	11	12 Passover Begins at Sunset	13	14	15
16 Easter	17	18	19	20	21	22
23	24 Administrative Professionals' Week Begins	25	26 Administrative Professionals' Day	27	28	29
30						

May 2006





Tell mom you love her with gifts she's sure to cherish

APRIL 2006

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2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
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JUNE 2006

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9	10	11	12	13
14	15	16	17	18
19	20	21	22	23
24	25	26	27	28
29	30			

**We give the advice,
you take the credit.**

Have you sometimes found it difficult to select just the right gift for Mother's Day? Not to worry, the personal **Gift Advisors** at 1-800-FLOWERS.COM® are here for you. Simply log on to www.1800flowers.com or call 1-800-FLOWERS.COM® (1-800-356-9377) and let our friendly and knowledgeable experts help you make mom feel extra special on her day.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5 <i>Cinco de Mayo National Bring Your Mom to Work Day</i>	6
7	8	9	10	11	12	13
14 <i>Mother's Day</i>	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 <i>Memorial Day (Observed)</i>	30	31			<i>If Mom loves delicious food, and who doesn't, she'll thank you for visiting www.greatfood.com, where you'll choose from a bounty of taste-tempting gourmet treats! Also log on to www.ambrosiawine.com and www.winetasting.com for enticing wine gifts.</i>



June 2006





Make dad's day, with gifts he'll enjoy now and all summer

MAY 2006

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
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JULY 2006

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Any time, from
anywhere.

Gift shopping at
1-800-FLOWERS.COM®
means 24/7 convenience.

Order from the comfort of your home or business any time, any day of the year – we're just a phone call or a click away! Even if you need same-day delivery, just order by 1 p.m. ET and we'll take care of the rest.



1-800-flowers.comSM

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Make sure dad has everything he wants and then some. Visit www.plowandhearth.com for extraordinary outdoor gifts and distinctively designed garden accents.</p>				1	2	3
4	5	6	7	8	9	10
11	12	13	14 <i>Flag Day</i>	15	16	17
<p>18 <i>Father's Day</i></p>	19	20	21 <i>First Day of Summer</i>	22	23	24
25	26	27	28	29	30	

July 2006





Show your stripes with the freshest gift ideas

JUNE 2006

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4	5	6	7	8	9	10
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18	19	20	21	22	23	24
25	26	27	28	29	30	

AUGUST 2006



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13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

Every week, a new way to save.

Weekly Specials at 1-800-FLOWERS.COM® are a great way to shop for fabulous floral gifts at terrific prices! Visit www.1800flowers.com and check out our **Grower's Specials** every week for red-hot savings on the freshest flowers – chosen at the peak of perfection by our specially selected growers and delivered anywhere in the country.



1-800-flowers.comSM

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p><i>Independence Day is all about fun-filled backyard gatherings. Log on to www.cherylandco.com for cookies and baked items to please every guest, and, visit www.plowandhearth.com for home and garden ideas that convey the essence of summer.</i></p>						1
2	3	4  Independence Day	5	6	7	8
9	10	11	12	13	14 <i>Bastille Day</i>	15
16	17	18	19	20	21	22
23  Parents' Day	24	25	26	27	28	29
30	31					

August 2006





Surprise someone special with that one-of-a-kind gift

JULY 2006

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 2006


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3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

Here's a birthday idea that really takes the cake.

Every day, thousands of people celebrate birthdays and chances are, you know at least one of them. The signature **Birthday Flower Cake**® from 1-800-FLOWERS.COM® is a spectacular floral sculpture...in the shape of a classic birthday cake! Have it delivered same-day, 100% satisfaction guaranteed.



1-800-flowers.comSM

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14  National Friendship Week Begins	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	<p>Relax, we have the gift you need and we make it super easy to shop...no matter where you are. Call 1-800-FLOWERS® (1-800-356-9377), click www.1800flowers.com or come in to one of our stores!</p>	

September 2006



*Welcome to your
new school!*

**Handmade
Chocolate**

Congratulations



Get ready for fall with gifts they'll truly appreciate

AUGUST 2006						
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

OCTOBER 2006						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

A very smart business decision.

Let **Business Gift Services** from 1-800-FLOWERS.COM® be your source for gifts that make customers, vendors, prospects and employees feel special. Call 1-888-755-7474 to speak with an account manager about our vast selection of great gift ideas. It could be one of the best business decisions you'll make this year.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Back to school is a great time for popcorn and other tasty goodies. Log on to www.thepopcornfactory.com for an incredible array of premium popcorn creations and other specialty treats.					1	2
3	4 <i>Labor Day</i>	5	6	7	8	9
10 <i>Grandparents' Day</i>	11 <i>Patriot Day</i>	12	13	14	15	16
17	18	19	20	21	22 <i>Rosh Hashanah Begins at Sunset</i>	23 <i>First Day of Fall</i>
24	25	26	27	28	29	30

October 2006





Express your Halloween spirit with treats that do the trick

SEPTEMBER 2006						
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

NOVEMBER 2006						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Bewitched about choosing the perfect gift? Visit www.1800flowers.com.

Log on today and make this Halloween the most memorable ever. 1-800-FLOWERS.COM® has an irresistible assortment of luscious **gourmet treats**, lovely **floral arrangements**, sensational **gift baskets**, cuddly soft **plush toys**, boldly creative **decorations**, and much more!



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Yom Kippur Begins at Sunset	2	3	4	5	6	7
8 National Children's Day	9 Columbus Day (Observed)	10	11	12	13	14
15	16 National Bosses' Day	17	18	19	20	21 Sweetest Day
22	23	24	25	26	27	28
29	30	31 Halloween				

Please the palate of every ghost and goblin you know, visit www.cherylandco.com for yummy cookies and mouthwatering baked gifts.

November 2006



Senior's

BEST FABULOUS
CHEESECAKE



Welcome the holidays with innovative gift possibilities

OCTOBER 2006

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

DECEMBER 2006

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

Whether you're setting the table, or setting a festive mood...

Fresh floral designs from 1-800-FLOWERS.COM® are unforgettable. Choose from exquisite arrangements that stand out in any setting, from the freshest flowers artistically designed by our select florists to marvelous hand-crafted creations by our **expert Floral Designers** Jane Carroll, Julie McCann Mulligan and Jane Packer.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<i>This Thanksgiving, make a lasting impression on your holiday guests. Call 1-800-FLOWERS® (1-800-356-9377), click www.1800flowers.com or come in to one of our stores for the finest gifts and seasonal accents!</i>			1	2	3	4
5	6	7 Election Day	8	9	10	11 Veteran's Day
12	13	14	15	16	17	18
19	20	21	22	23 Thanksgiving Day	24	25
26	27	28	29	30		

December 2006





Spread the cheer with thoughtful gifts for everyone on your list

NOVEMBER 2006

		1	2	3	4
5	6	7	8	9	10
11	12	13	14	15	16
17	18	19	20	21	22
23	24	25	26	27	28
29	30				

JANUARY 2007

1	2	3	4	5	6		
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

When it comes to holiday sending, we're expressly yours.

Placing your order from 1-800-FLOWERS.COM® has never been easier. Visit www.1800flowers.com and make your holiday shopping experience more convenient. Our new one-page **Express Checkout** streamlines your gift sending experience, letting you quickly provide all the information you need to send your gift.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Searching for the ideal wine for seasonal entertaining? Visit www.ambrosiawine.com and www.winetasting.com. And, for children's gifts you won't find anywhere else, visit www.hearthsong.com and www.magiccabin.com.</p>					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 Hanukkah Begins at Sunset	16
17	18	19	20	21	22 First Day of Winter	23
24	25 Christmas Day	26 First Day of Kwanzaa	27	28	29	30
31						

COMPANY INFORMATION

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1-800-FLOWERS.COM

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Ticker Symbol: FLWS

TRANSFER AGENT AND REGISTRAR

American Stock Transfer
& Trust Company
6201 15th Avenue
Brooklyn, New York 11219
(718) 921-8200

INDEPENDENT AUDITORS

Ernst & Young LLP
395 North Service Road
Melville, New York 11747
(631) 752-6100

SEC COUNSEL

Cahill Gordon and Reindel
80 Pine Street
New York, NY 10005
(212) 701-3000

SHAREHOLDER INQUIRIES

Copies of the Company's reports on
Forms 10-K and 10-Q as filed with
the Securities and Exchange Commission
and additional information about
1-800-FLOWERS.COM may
be obtained without charge by
calling 516-237-6113.

Information is also available via the
Internet in the Investor Relations
section at www.1800flowers.com,
or by writing to:
Investor Relations
1-800-FLOWERS.COM
1600 Stewart Avenue
Westbury, New York 11590



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the winetasting  network

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1-800-FLOWERS.COM, Inc.
1600 Stewart Avenue
Westbury, NY 11590
(516) 237-6000