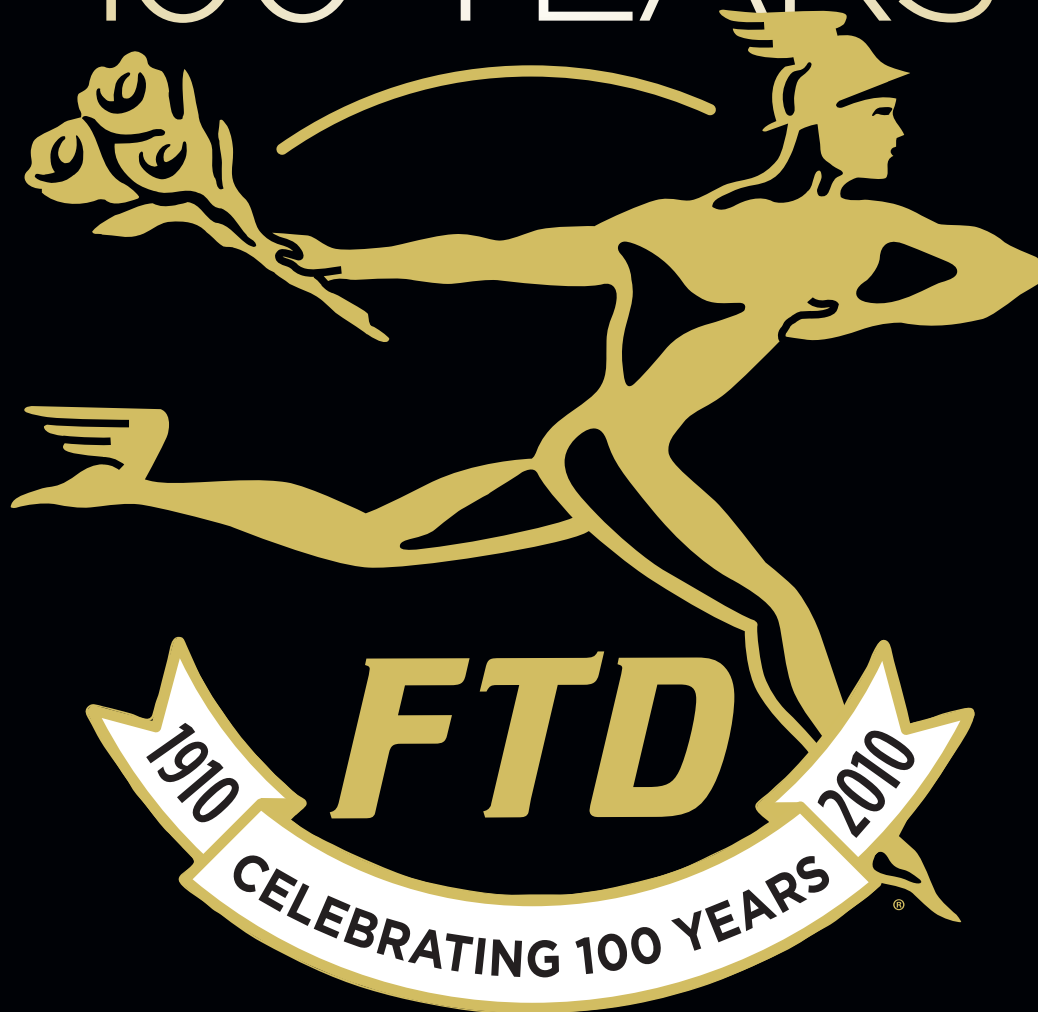


FTD CELEBRATES 100 YEARS



On August 18, 1910 in Rochester, New York, a small group of innovative florists made history by creating the country's first flowers-by-wire service—FTD. From its inception, FTD has stood for innovation, leadership and quality in the floral industry, across North America and around the world. Our achievement is proudly embodied by one almost universally recognized symbol—the black and gold FTD Mercury Man logo.

The story of FTD would not be possible without the thousands of dedicated artisan florists who have created our tradition over the past 100 years. We thank you for your years of outstanding service and for helping make FTD what it truly has become—part of the fabric of America.

TO YOU, OUR FELLOW FTD FLORISTS,
CONGRATULATIONS & THANK YOU

EXCLUSIVE FTD 100 YEAR ANNIVERSARY COLLECTIBLES

BE A PART OF HISTORY!

Show your FTD pride when you display the black and gold Mercury Man logo commemorating the monumental centennial celebration.

Supplies are limited, so order your exclusive collectibles today!



BLACK ESSENTIAL TOTE
600 denier polyester. Large main compartment with small fabric pockets and a left side pocket.



"OPEN" NEON SIGN
Make sure your customers know that you are open for business from up to 160 feet away.



BLACK MENS' & LADIES' TWILL SHIRT
4.5 oz. 55/45 poly/cotton shirt with back box pleat and adjustable cuff. Available in long and short sleeve.



BLACK 30" BIB APRON
7 oz. 65/35 poly/cotton with two lower pockets. Adjustable neck strap. One size fits most.



CLOCK
This 16" round clock is a perfect addition to your design area or showroom.



FLOOR MAT
3' x 5' mat is constructed of closed-cell PVC sponge and ideal for the entryway in your shop.



11" BLACK STATIC CLING DECAL
Displaying the FTD logo in your storefront lets customers know you are a quality flower expert.



BANNER
2' x 3' vinyl banner is perfect for interior or exterior use.

CALL YOUR FTD MARKETPLACE REPRESENTATIVE AT 1-800-767-4000 FOR EMBROIDERY AND PRICING.



JOSEPH THOMAS FLORIST, GREENSBURG, PA., UNDATED



FTD ON THE ROAD SHOW, 2006, LOS ANGELES



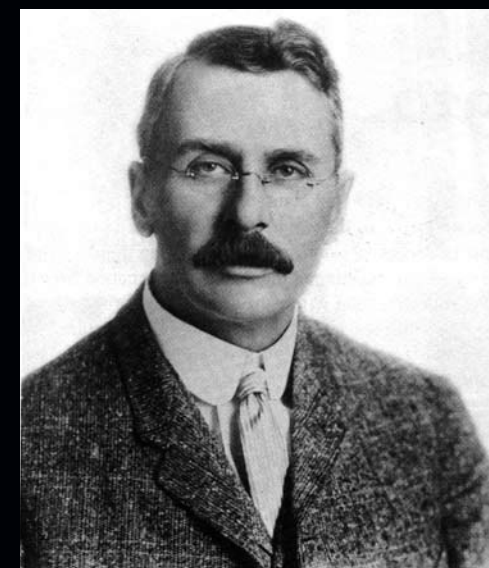
FTD ELECTIONS, 1981



FTD FOCUS 2003, KREMP FLOWERS, PHILADELPHIA, PA

CELEBRATING 100 YEARS OF FTD FLORISTS

Check out www.FTDi.com/100 for announcements about upcoming events and programs celebrating FTD Florists throughout 2010



FTD FOUNDER JOHN VALENTINE, 1910



COVER OF BUSINESS WEEK, 1962



FTD NEWS MEMBERSHIP 1980 FEATURING PAST PRESIDENT VICTOR LEVY



ROSE BOWL GAME, 2006



PURE ROMANCE



V1 STANDARD
DELIVERED SRP \$69.99



V6 STANDARD



V4 STANDARD
DELIVERED SRP \$49.99



V2



V2B

THE FTD® AMAZING LOVE™ BOUQUET - V2B
THE FTD® SWEETHEARTS® BOUQUET - V2
In red glass with a clear base, it's the perfect way to send either of these lovely bouquets. 3" dia. x 5"h.
\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
XN 1002
\$39.99 DELIVERED SRP



ALSO USED IN M7

THE FTD® SO IN LOVE™ BOUQUET - V5
A clear handcrafted oval vase that is suitable for use all year round. Will also be featured as M7. You will be codified for both arrangements. 8"w x 3½"d x 8"h.
\$95.88 ctn. of 12 (\$7.99 ea.)
2 PLUS: \$83.88 ctn. of 12 (\$6.99 ea.)
XN 1005
\$89.99 DELIVERED SRP



ALSO USED IN M6

V3 STANDARD
DELIVERED SRP \$54.99

THE FTD® EXPRESSIONS OF LOVE™ BOUQUET - V3
This clear glass vase sports a brilliant silver band, making it not only an elegant gift but a versatile one as well, and one that's suitable for any special occasion, all year round. Will also be featured as M6. You will be codified for both holiday arrangements. 4" dia. x 4½"h.
\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
XN 1003

THE FTD® LASTING ROMANCE® BOUQUET - V1
THE FTD® IN LOVE WITH RED ROSES™ BOUQUET - V6
This stylishly detailed handcut glass vase adds a suitably romantic touch to a gift of love. Codify for one or both arrangements. Ships in catrons. 4" dia. x 8½"h.
\$167.76 ctn. of 24 (\$6.99 ea.)
2 PLUS: \$143.76 ctn. of 24 (\$5.99 ea.)
XN 1001

THE FTD® SEASON OF LOVE™ BOUQUET - V4
This clear glass cylinder vase adds a lively, modern touch to a romantic bouquet with its faux leather wrap and hand-stitched "XOXO" design. 3" dia. x 6¼"h.
\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
XN 1004



GARDEN FRESH BEAUTY



Better Homes and Gardens.
FLOWERS by FTD®

S1 STANDARD
DELIVERED SRP \$44.99



S3 STANDARD

THE FTD® TOUCH OF SPRING® BOUQUET - S1
THE FTD® SPRING TULIP BOUQUET - S3
Exclusively for Better Homes and Gardens. This green glass vase features a reverse conical shape and an eye-catching handblown teardrop in its clear base. 6" w x 3 1/4" d x 6" h. Shipping begins February 15, 2010.
\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
XN 1006



THE FTD® GARDEN TERRACE™ BOUQUET - S2
A classically inspired vase in white porcelain with an embossed trellis pattern. 4" dia. x 7" h. Shipping begins February 15, 2010.
\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
XN 1014
\$44.99 DELIVERED SRP



THE FTD® FOR ALL YOU DO® BOUQUET - S4
In subtle green glass with a clear base, this vase reflects the shades of spring and provides an elegant display for any arrangement all year round. 3" dia. x 5" h. Shipping begins February 15, 2010.
\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
XN 1013
\$39.99 DELIVERED SRP

SIMPLY STUNNING



M1 STANDARD
DELIVERED SRP \$59.99



M8 STANDARD

THE FTD® LOVING THOUGHTS® BOUQUET - M1
THE FTD® MOTHER'S DAY MIXED ROSE BOUQUET - M8
This elegant handcut glass vase is perfectly suited for the rose and lily bouquet and a dozen roses. Codify for one or both arrangements. 4" dia. x 8 1/2" h. Appears in two directories. Ships in 2 cartons. Shipping begins February 15, 2010.
May Codification Deadline: March 16, 2010
\$167.76 ctn. of 24 (\$6.99 ea.)
2 PLUS: \$143.76 ctn. of 24 (\$5.99 ea.)
XN 1007



M2 STANDARD
DELIVERED SRP \$39.99



M9 STANDARD

THE FTD® SPRING GARDEN® BOUQUET - M2
THE FTD® SWEETEST BLOOMS™ BOUQUET - M9
A round clear glass vase with elegant handcut accents that's perfect for both bouquets. You will be codified for both arrangements. 4" dia. x 5" h. Appears in two directories. Shipping begins February 15, 2010.
May Codification Deadline: March 16, 2010
\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
XN 1008



DESIGNED TO DELIGHT



Better Homes and Gardens.
FLOWERS by FTD®

M3 STANDARD
DELIVERED SRP \$44.99

THE FTD® TIMELESS ELEGANCE™ BOUQUET - M3

Exclusively for Better Homes and Gardens. Subtle styling makes this pink glass vase a memorable keepsake. Features an elegantly tapered design and a clear base with a handblown teardrop. 6" w x 3 1/4" d x 6" h. Appears in two directories. Shipping begins February 15, 2010.

May Codification Deadline: March 16, 2010
\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
XN 1009



THE FTD® PERFECT DAY™ BOUQUET - M4
Purple glass vase with handcut swirl design. 4 1/2" dia. x 6 1/2" h. Appears in two directories. Shipping begins February 15, 2010.

May Codification Deadline: March 16, 2010
\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
XN 1011
\$44.99 DELIVERED SRP



THE FTD® SWEET DEVOTION™ BOUQUET - M5

This ivory porcelain vase is accented by two rows of a handpierced cutout design. 6" w x 3 5/8" d x 6" h. Appears in two directories. Shipping begins February 15, 2010.

May Codification Deadline: March 16, 2010
\$83.88 ctn. of 12 (\$6.99 ea.)
2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)
XN 1012
\$49.99 DELIVERED SRP

GRACEFUL BY DESIGN



ALSO USED IN V3



M6 STANDARD
DELIVERED SRP \$44.99

ALSO USED IN V5



M7 STANDARD
DELIVERED SRP \$69.99

THE FTD® SOPHISTICATED ELEGANCE™ BOUQUET - M6

This clear glass vase sports a brilliant silver band, making it suitable for any special occasion all year round. Also featured as V3, you will be codified for both arrangements. 4" dia. x 4 1/2" h. Appears in two directories. Shipping begins December 28, 2009.

May Codification Deadline: March 16, 2010
\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
XN 1003

THE FTD® BEAUTY AND GRACE™ BOUQUET - M7

Stunningly beautiful, this clear oval vase is highlighted by its graceful oval handcut accents. Also featured as V5, you will be codified for both arrangements. 8" w x 3 1/2" d x 8" h. Appears in two directories. Shipping begins December 28, 2009.

May Codification Deadline: March 16, 2010
\$95.88 ctn. of 12 (\$7.99 ea.)
2 PLUS: \$83.88 ctn. of 12 (\$6.99 ea.)
XN 1005



FOR VERY SPECIAL OCCASIONS



THE FTD® SIMPLE ELEGANCE™ BOUQUET - ELE

Elegant clear glass vase with silver band is simply gorgeous and suitable for any special occasion. 3¼" dia. opening x 7"h.

\$83.88 ctn. of 12 (\$6.99 ea.)
2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)
 XN 0955
\$64.99 DELIVERED SRP

THE FTD® PURE REFLECTIONS™ BOUQUET - PUR

Clear glass vase with gold band is elegant, modern and suitable for use all year long. 4¼" dia. opening x 4"h.

\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
 XN 0975
\$49.99 DELIVERED SRP



THE FTD® ANNIVERSARY BOUQUET - ANV

Lustrous handcut glass vase. 4" dia. x 7"h.

\$83.88 ctn. of 12 (\$6.99 ea.)
2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)
 XN 0854
\$59.99 DELIVERED SRP

EVERYDAY



THE FTD® LOVE AND ROMANCE™ BOUQUET - LOV

Contemporary ceramic vase makes a perfect romantic keepsake. 4¼" dia. x 4"h.

\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
 XN 0872
\$46.99 DELIVERED SRP



THE FTD® GOLDEN BLISS™ BOUQUET - BLS

Gold glitter ceramic planter with gold glass balls. 4½" sq. x 4½"h.

\$59.88 ctn. of 12 (\$4.99 ea. set)
 XN 0824
\$47.99 DELIVERED SRP



HERE COMES THE SUN



THE FTD SUNBURST® BOUQUET - SUN

Handpainted ceramic bubble bowl. 3" dia. opening x 5"h.

\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
XN 0679
\$39.99 DELIVERED SRP

FOR THAT SPECIAL SOMEONE



THE FTD® GO GREEN™ BOUQUET - ECO

Classic green tint is an indication that the vase is made of genuine handmade recycled glass. 4½" dia. opening x 5"h.

\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
XN 0865
\$39.99 DELIVERED SRP



THE FTD® THANK YOU BOUQUET - TYN

Cute ceramic "Thank You" vase is irresistible. 4" dia. opening x 6"h.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
XN 0940
\$39.99 DELIVERED SRP



THE FTD® CELEBRATION BOUQUET - CEL

Modern shape and fun patterns make this vase a standout. 4" dia. opening x 4"h.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
XN 0972
\$44.99 DELIVERED SRP



THE FTD® BECAUSE YOU'RE SPECIAL™ BOUQUET - BYS

Green translucent glass vase with elegant beads. 4" dia. opening x 5¼"h.

\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
XN 0851
\$42.99 DELIVERED SRP



THE FTD® COMPLETE HAPPINESS™ BOUQUET - HAP

Olive green glass vase is a perfect base for this uplifting bouquet. 3¼" dia. opening x 6"h.

\$77.88 ctn. of 12 (\$6.49 ea.)
2 PLUS: \$65.88 ctn. of 12 (\$5.49 ea.)
XN 0950
\$42.99 DELIVERED SRP



BIRTHDAY CELEBRATIONS



THE FTD® BIRTHDAY BOUQUET - BDY

This green ceramic cube is sure to become a customer favorite. Includes "Happy Birthday" tag and striped ribbon.

\$70.08 ctn. of 12 (\$4.99 ea. ~ accessory set \$0.85 ea.)
2 PLUS: \$58.08 ctn. of 12 (\$3.99 ea. ~ accessory set \$0.85 ea.)
 XN 0995
\$39.99 DELIVERED SRP

THINKING OF YOU



**NEW
EVERYDAY
ITEM!**

THE FTD® THINKING OF YOU™ BOUQUET - THU

Richly colored purple glass vase is a terrific shape for floral design. Design grid included. 5½" dia. opening x 6"h.

\$83.88 ctn. of 12 (\$6.99 ea.)
2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)
 XN 0909
\$49.99 DELIVERED SRP



THE FTD® BIG HUG® BOUQUET - BH

Ceramic vase with adorable 6"h plush bear. 3¾" dia. opening x 6⅞"h.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
 XN 0677
\$39.99 DELIVERED SRP



THE FTD® FAITHFUL BLESSINGS™ BOUQUET - FB

White ceramic vase emblazoned with a metallic-look cross. ¾" sq. opening x 6⅞"h.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
 XN 0650
\$59.99 DELIVERED SRP



THE FTD® SWEET DREAMS® BOUQUET GIRL - SWG BOY - SWB

Ceramic vases with baby footprints. 4½" dia. x 4"h.

\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
 XN 0870 - BOY
 XN 0871 - GIRL
\$39.99 DELIVERED SRP



THE FTD® COMFORT PLANTER - CP

Ceramic planter with "Comfort" satin ribbon. 7" dia. x 6"h.

\$89.88 ctn. of 12 (\$7.49 ea.)
2 PLUS: \$77.88 ctn. of 12 (\$6.49 ea.)
 XN 0685
\$42.99 DELIVERED SRP



ADD A LITTLE SOMETHING EXTRA



THE EXCLUSIVE FTD® BUILD-A-BEAR® - VRB

Cuddly and irresistible 10½" h Build-A-Bear®. When you purchase this bear you'll automatically be codified for the bear with the value-priced roses.

\$60.00 ctn. of 12 (\$5.00 ea.)
XN 0481



NEW ITEM!

THE FTD® GODIVA CHOCOLATE GIFT - GDV

Let your customers indulge themselves and others with Godiva's® Chocolate Gift Box. This delectable 8-pc. assortment features milk, dark and white chocolate on the outside with indulgent fillings on the inside. To guard against melting, chocolates ship weather permitting. Net wt. 3.4 oz. Kosher.

\$240.00 ctn. of 24 (\$10.00 ea.)
2 PLUS: \$216.00 ctn. of 24 (\$9.00 ea.)
XN GODIVA
\$17.99 SRP

These handy floral magnets will give your customers a reason to visit or call your shop every time they open their refrigerator or filing cabinet.



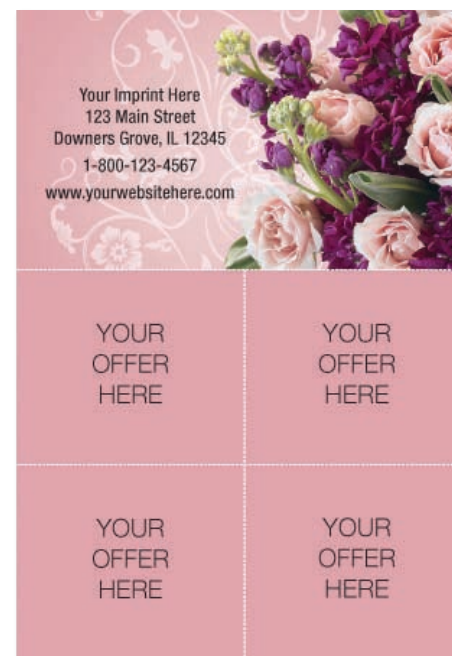
Yellow Roses



WebGifts®



Ruler Magnet (Size: 6 ½" x 1 ½")



Coupon Magnet (Size: 3 ½" x 5 ½")

COUPON MAGNET FEATURES:

- Available with your shop Imprint or Logo
- Customize up to 4 coupons with your special offers
- 3 lines per offer and 40 characters per line (including spaces)
- Each coupon is 1¼" x 1½"

MAGNETS

MARKETING TIPS:

- Attach to outgoing orders
- Give one to each walk-in customer
- Stock your booths at home shows & bridal fairs
- Pass them out at any personal appearances, parties or neighborhood street fairs
- Give them to sales reps from newspapers, radio & TV stations
- Include in packets you give to brides, prom attendees, corporate clients
- Belong to a business or merchant association? Bring a handful along to meetings and create instant business

BUSINESS CARD MAGNET (PER PIECE)

QUANTITY	PRICE
300 - 400	\$0.26
500 - 900	\$0.24
1,000 - 4,900	\$0.22
5,000 & UP	\$0.21

NOTE: Minimum order size for each business card magnet is 300. Orders must be in increments of 100. Blank business card magnets are not available.

COUPON MAGNET (PER PIECE)

QUANTITY	PRICE
300 - 400	\$0.40
500 - 900	\$0.38
1,000 - 4,900	\$0.35
5,000 & UP	\$0.33

NOTE: Minimum order size is 300. Orders must be in increments of 100. Blank coupon magnets are not available.

RULER MAGNET (PER PIECE)

QUANTITY	PRICE
500 - 900	\$0.28
1,000 - 4,900	\$0.24
5,000 & UP	\$0.22

NOTE: Minimum order size is 500. Orders must be in increments of 100. Blank ruler magnets are not available.



2011 DATE BOOK

MARKETING TIPS:

- Use them as giveaways at your holiday open house
- Use as an incentive with your local customers
- Share with clients and members of local businesses
- Perfectly sized to fit in a purse

2011 DATE BOOK PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-300	\$0.69	\$0.64
400-900	\$0.64	\$0.59
1,000-4,900	\$0.59	\$0.54
5,000 & UP	\$0.54	\$0.49

NOTE: Shipping begins 09/07/10. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities.



(Open Size: 8" x 6 1/2")

(Cover, Folded Size: 4" x 6 1/2")

2011 WALL CALENDAR

MARKETING TIPS:

- Display them on your counter in the display easel
- Use them as giveaways at your holiday promotional events
- Mail them as holiday thank you's to enhance your relationships with VIP customers
- Distribute them to corporate lobbies, local businesses, church groups, hospitals, bridal shows and other high-traffic areas to gain wide exposure for your business
- Available in French



FREE display easel with your initial 2011 wall calendar order

The prominent and professional way to present your 2011 wall calendars and business card magnets. Additional easels available.

\$12.25 ctn. of 5 (\$2.49 ea.)

(Display Easel Size: 8 5/8" x 10 7/8")

2011 WALL CALENDAR PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-300	\$0.99 \$0.84	\$0.94 \$0.80
400-900	\$0.94 \$0.80	\$0.89 \$0.76
1,000-4,900	\$0.89 \$0.76	\$0.84 \$0.71
5,000 & UP	\$0.84 \$0.71	\$0.79 \$0.67

NOTE: Shipping begins 09/07/10. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities. French wall calendars will be charged at the Canadian exchange rate.

2011 WALL CALENDAR ENVELOPE PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100	\$0.20	\$0.15
200 & UP	\$0.18	\$0.14

NOTE: Shipping begins 09/07/10. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet minimum order quantities.



ORDER BY 1/31/10 AND RECEIVE 15% OFF YOUR 2011 WALL CALENDAR ORDER

(Cover, Folded Size: 8 1/2" x 10 7/8")

Our 2011 wall calendar design bursts into bloom with arrangements from the FTD Floral Selections Guide and places your business name and contact information right at their fingertips.



HOLIDAY STATEMENT STUFFERS

MARKETING TIPS:

- Attach one to each outgoing order and enjoy increased sales
- Slip them into your billing statements—they're the perfect size
- Keep a stack on your counter to spark impulse sales



V1/V6 (Size: 3 3/8" x 5 3/8")

MIX 'N MATCH
 spring/summer & fall/winter stuffers to cash in on big quantity price breaks!

HOLIDAY STUFFER PRICES (PER 100)

QUANTITY	CUSTOM OR FTD PRICES & IMPRINT	IMPRINT	BLANK
500-900	\$10.99	\$8.99	\$6.99
1,000-4,900	\$8.99	\$5.99	\$4.99
5,000 & UP	\$6.99	\$4.99	\$3.99

NOTE: Minimum order size for holiday stuffers is 500. Mix and match all holiday stuffers in increments of 100 to meet minimum. Custom, FTD prices, imprint and blank orders must separately meet minimum order quantities.



(Back Imprint Area)



V2



V5



S4



M3



M6



V3



S1/S3



M1/M8



M4



M7



V4



S2



M2/M9



M5

2010 SPRING/SUMMER HOLIDAY STUFFER SRPS

ITEM	FTD SRPS*	WRITE YOUR CUSTOM PRICE BELOW
VALENTINE'S DAY (V1)	\$59.99	
VALENTINE'S DAY (V6)	MARKET PRICE	
VALENTINE'S DAY (V2)	\$29.99	
VALENTINE'S DAY (V3)	\$44.99	
VALENTINE'S DAY (V4)	\$39.99	
VALENTINE'S DAY (V5)	\$79.99	
SPRING (S1)	\$34.99	
SPRING (S3)	MARKET PRICE	
SPRING (S2)	\$34.99	
SPRING (S4)	\$29.99	
MOTHER'S DAY (M1)	\$49.99	
MOTHER'S DAY (M8)	MARKET PRICE	
MOTHER'S DAY (M2)	\$29.99	
MOTHER'S DAY (M9)	\$29.99	
MOTHER'S DAY (M3)	\$34.99	
MOTHER'S DAY (M4)	\$34.99	
MOTHER'S DAY (M5)	\$39.99	
MOTHER'S DAY (M6)	\$34.99	
MOTHER'S DAY (M7)	\$59.99	

NOTE: *FTD suggested retail prices are in U.S. dollars.



EVERYDAY STATEMENT STUFFERS

MARKETING TIPS:

- Slip them in with customer billing statements
- Attach two or three to outgoing orders
- Leave a bunch on the counter for impulse sales

SAVE 50%! EVERYDAY STUFFER PRICES (PER 100)

QUANTITY	CUSTOM OR FTD PRICES & IMPRINT	IMPRINT	BLANK
500-900	\$10.99 \$5.50	\$8.99 \$4.50	\$6.99 \$3.50
1,000-4,900	\$8.99 \$4.50	\$5.99 \$3.50	\$4.99 \$2.50
5,000 & UP	\$6.99 \$3.50	\$4.99 \$2.50	\$3.99 \$2.00

NOTE: Minimum order size is 500. Orders must be in increments of 100. Mix and match everyday stuffers in increments of 100 to meet minimum. Custom, FTD prices, imprint and blank orders must separately meet minimum order quantities.

EVERYDAY STUFFER SRPS

ITEM	FTD SRPS*	WRITE YOUR CUSTOM PRICES BELOW
Go Green™	\$32.99	
Anniversary	\$52.99	
Congratulations	\$32.99	
I'm Sorry	\$32.99	
Because Your Special™	\$35.99	
Always and Forever™	\$42.99	
Prince™ & Princess™	\$32.99	
Thinking of You™	\$32.99	
Birthday	\$37.99	
Happy Birthday	\$29.99	
Thank You	\$32.99	
Pick-Me-Up®	\$39.99	
FTD Sunburst®	\$32.99	
Bouquet-in-a-Bag	\$29.99	
Big Hug®	\$32.99	
Comfort	\$35.99	

NOTE: *FTD suggested retail prices are in U.S. dollars.

MIX 'N MATCH

everyday stuffers to cash in on big quantity price breaks!



Chicken Soup for the Soul™

Congratulations

Baby Gift Bear

EVERYDAY STUFFERS SRPS

ITEM	FTD SRPS*	WRITE YOUR CUSTOM PRICES BELOW
Faithful Blessings™	\$52.99	
Home Sweet Home	\$42.99	
Live, Love, Laugh™	\$32.99	
Baby Gift Bear	\$32.99	
Birthday Party® Planter	\$34.99	
Inspiration Bouquet	\$32.99	
Congratulations	\$35.99	
Corporate Bud Vases	\$32.99	
Thanks	\$32.99	
Sweet Dreams®	\$32.99	
Anniversary	\$62.99	
Chicken Soup for the Soul™	\$32.99	
Thinking of You™	\$39.99	
Rose		
Any Occasion		
WebGifts®		

Anniversary



Go Green™



Anniversary



Birthday



Bouquet-in-a-Bag



Because Your Special™



Congratulations



Big Hug®



Thinking of You™



Home Sweet Home



Happy Birthday



Pick-Me-Up®



FTD Sunburst®



Webgifts®



Faithful Blessings™



Comfort



Any Occasion



Rose



I'm Sorry



Live, Love Laugh™



Prince™ & Princess™



Thank You

SAVE 50% ON ALL EVERYDAY STUFFERS

HURRY! SALE ENDS 04/30/10

Let us help you market product that you have on your shop shelves



POSTCARDS

MARKETING TIPS:

- As holidays, special events, customer anniversaries and birthdays approach, shoot out a quick reminder
- Avoid long lead times — order a supply of postcards ahead of time and launch instant promotions
- Enjoy customized and flexible marketing at a super low price

Be in control of your own promotions with our automatic direct mail service. It's quick, easy and super affordable. Each sheet is designed with four perforated postcards. Just print them on your own printer, separate them and send! Use them with FTD Advantage or FTD Mercury Marketing add-on module for personalized direct mail marketing pieces that are virtually effortless.

4-UP LASER PRINTED POSTCARD PRICES (PER SHEET)

QUANTITY	PRICE
100 SHEETS (400 CARDS)	\$0.19 \$0.095
200 SHEETS (800 CARDS)	\$0.17 \$0.085
500 SHEETS (2,000 CARDS)	\$0.15 \$0.075
1,000 SHEETS (4,000 CARDS)	\$0.14 \$0.07
2,000 SHEETS (8,000 CARDS)	\$0.12 \$0.06

NOTE: Minimum order size is 100 sheets. Orders must be in increments of 100. All designs must separately meet minimum order quantities.

4-UP BLANK POSTCARD STOCK PRICES (PER SHEET)

QUANTITY	PRICE
200 SHEETS (800 CARDS)	\$0.10 \$0.05
500 SHEETS (2,000 CARDS)	\$0.08 \$0.04
1,000 SHEETS (4,000 CARDS)	\$0.07 \$0.035
2,000 SHEETS (8,000 CARDS)	\$0.06 \$0.03

NOTE: Minimum order size is 200 sheets. Orders must be in increments of 100.



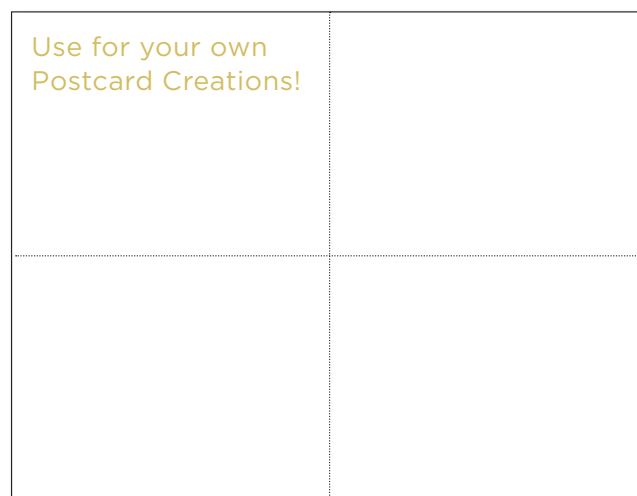
SAVE 50%
ON EVERYDAY & 4-UP LASER POSTCARDS
SALE ENDS 04/30/10

Any Occasion printed front (Size: 8 1/2" x 11" sheet)



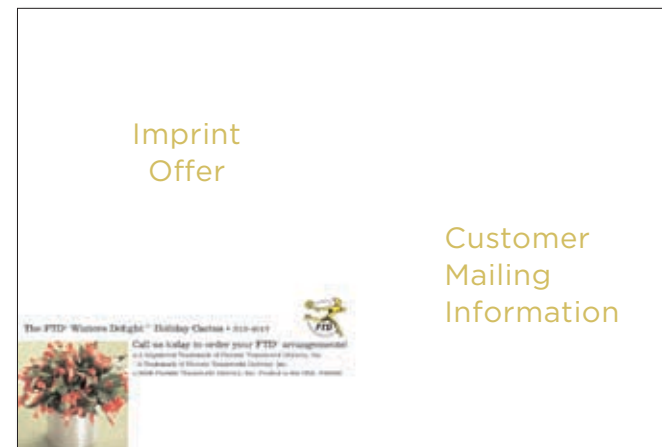
Mom printed front (Size: 8 1/2" x 11" sheet)

Blank Stock printed front (Size: 8 1/2" x 11" sheet)



DO YOU FIND YOURSELF TOO BUSY TO PROMOTE YOUR BUSINESS?
LET US HANDLE EVERYTHING!

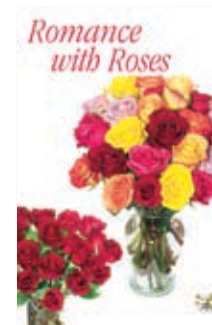
IT'S AS EASY AS 1-2-3!



Automatic direct mail service postcard (Size: 6" x 4")

1. Just give us your mailing list and logo
2. We'll add your logo, special offer and indicia
3. We'll take care of the postage and mailing... and send your sales soaring!

NOTE: FTD will not sell your mailing list to any other company; it will be used for your postcard mailing only.



Romance with Roses (Size: 6" x 4")



Summer Splendor (Size: 6" x 4")



Happy Birthday (Size: 6" x 4")



Holiday (Size: 6" x 4")



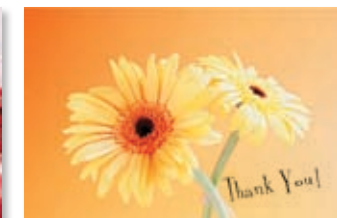
Extraordinary (Size: 6" x 4")



Roses (Size: 6" x 4 1/4")



Celebrate (Size: 6" x 4 1/4")



Thank You (Size: 6" x 4 1/4")

NOTE: custom mailing not available

CUSTOM MAILING POSTCARDS

MARKETING TIPS:

- Use them to say "thanks" or "happy birthday" to loyal customers, vendors and colleagues
- Stack them on your counter for quick pickup

CUSTOM MAILING

ONLY **44¢** U.S. EACH
\$118 ONE-TIME SETUP FEE

What could be easier?
Just keep our colorful postcards on hand, send them out periodically and watch everyday sales soar.

EVERYDAY POSTCARD PRICES (PER 100)

QUANTITY	CUSTOM OFFER & IMPRINT	IMPRINT	BLANK
200-400	\$12.99 \$6.49	\$9.99 \$4.99	\$7.99 \$3.99
500-900	\$10.49 \$5.25	\$8.99 \$4.49	\$6.49 \$3.25
1,000-4,900	\$8.19 \$4.09	\$6.99 \$3.49	\$5.49 \$2.75
5,000 & UP	\$7.19 \$3.59	\$6.09 \$3.05	\$4.99 \$2.49

NOTE: Minimum order size is 200, except for custom mailing postcards which have a minimum of 500. Custom mailing, custom offer & imprint, imprint only and blank orders must separately meet minimum order quantities. Mix and match everyday postcards in increments of 100 to meet minimum. Custom Mailing: customer's mailing address, custom offer space available, preprinted postal indicia and shop imprint. Custom Offer: space available is 6 lines of copy, 40 characters per line. Preprinted postal indicia and shop imprint also available. Imprint Only: imprint appears on back of postcard. Blank: no imprint.

THE BRIDE'S GUIDE

MARKETING TIPS:

- Include one in your bride-to-be informational packet after your personal consultation
- Watch the local paper for engagement announcements and mail one to each bride-to-be along with a personal note
- Leave them in local bridal shops to create cross-marketing success
- Sprinkle them at local and regional bridal expos

THE BRIDE'S GUIDE PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-400	\$0.79 \$0.69	\$0.72 \$0.44
500-900	\$0.72 \$0.59	\$0.67 \$0.34
1,000-4,900	\$0.64 \$0.49	\$0.57 \$0.24
5,000 & UP	\$0.56 \$0.39	\$0.52 \$0.14

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities. Imprint appears on front cover.

THE BRIDE'S GUIDE ENEVELOPE PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-400	\$0.27	\$0.10
500-900	\$0.17	\$0.10
1,000-4,900	\$0.15	\$0.10
5,000 & UP	\$0.12	\$0.10

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities.



SYMPATHY GUIDE

PRE-ORDER YOUR SYMPATHY GUIDES NOW

- Available with your shop imprint/logo or blank
- Place your order by 03/15/10
- Shipping begins 06/01/10

THE SYMPATHY GUIDE PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-400	\$0.79	\$0.54
500-900	\$0.69	\$0.44
1,000-4,900	\$0.59	\$0.34
5,000 & UP	\$0.49	\$0.24

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum order quantities. Imprint appears on front cover.

NEW LOWER PRICING

VIEW ALL 20 PAGES OF THE BRIDE'S GUIDE www.ftdi.com

The wedding market is huge, but like any relationship, it has to be romanced. How? Leave it up to us. Our one-of-a-kind guide is filled with everything couples need to consider, from bridal and attendant bouquets to arrangements for the ceremony and reception. The bride-to-be will especially appreciate the planner for keeping track of all her selections. Win over the bride and groom on their special day and your relationship will last a lifetime!



(Cover, Folded Size: 5 3/8" x 8 1/2")
(Open Size: 10 3/4" x 8 1/2")

NEW



(Cover, Folded Size: 5 3/8" x 8 1/2")

FTD® WEBGIFTS® MARKETING

FTD® WEBGIFTS® MINI CATALOG PRICES

QUANTITY	CUSTOM OR FTD PRICES & IMPRINT	FTD PRICES & IMPRINT	IMPRINT	BLANK
300-900	\$0.19	\$0.18	\$0.17	\$0.16
1,000-4,900	\$0.17	\$0.16	\$0.15	\$0.14
5,000 & UP	\$0.15	\$0.14	\$0.13	\$0.12

NOTE: Minimum order size is 300. Orders must be in increments of 100. Custom, FTD prices, imprint and blank orders must separately meet minimum order quantities. Custom: imprint appears on front cover and your custom prices (one price per item) appear on back cover. FTD prices: imprint appears on front cover and FTD suggested retail prices appear on back cover. Imprint only: imprint appears on front cover. Blank: no imprint.

FTD® WEBGIFTS® MINI CATALOG SRPS

ITEM	FTD SRPS*	WRITE YOUR CUSTOM PRICE BELOW
WBG612	\$60.00 + Delivery	
WBG613	\$81.00 + Delivery	
WBG614	\$105.00 + Delivery	
WGB507	\$44.99 + Delivery	
WGD401	\$39.99 + Delivery	
WGS527	\$39.99 + Delivery	
WG2006	\$29.99 + Delivery	
WGMFCT	\$29.99 + Delivery	
WG163KM	\$48.00 + Delivery	
WGBB04	\$46.99 + Delivery	
WG861	\$60.00 + Delivery	
WGX098	\$39.99 + Delivery	
WGH055	\$69.99 + Delivery	
WGH051	\$34.99 + Delivery	
WG072	\$47.00 + Delivery	
WGGM033G	\$77.00 + Delivery	
WGGM033B	\$77.00 + Delivery	

NOTE: *FTD suggested retail prices are in U.S. dollars.

FTD® WEBGIFTS®

WEBGIFTS® MEAN EASY MONEY:

- Add FTD WebGifts products to your website.
- Promote that you are in the gift business. We offer personalized mini catalogs, magnets and stuffers that are available at www.ftdi.com/membermarketing/imprint.
- Close the sale and send the orders to 90-0233AA for fulfillment. The vendor will ship the product directly to the gift recipient, displaying your shop's information.

EXCELLENT BENEFITS:

- Earn normal sending commission on every order
- Sending rebates on every order
- Sell online or in your shop
- Quality brand names your customers will recognize, such as Build-A-Bear®, Eli's®, Starbucks®, Mrs. Fields® and much more
- Easy ordering via Mercury

MINI CATALOG

VIEW ALL 16 PAGES AT
www.ftdi.com



U.S. only

(Cover, Folded Size: 3 1/2" x 5 1/2")
(Open Size: 6 1/2" x 5 1/2")

STUFFERS

MIX 'N MATCH
FTD WEBGIFTS STUFFERS
WITH ALL EVERYDAY
STUFFERS!
SEE PAGES 22-23



MAGNETS



WebGifts® Business Card Magnet (Size: 3 1/2" x 2")

WEBGIFTS® MAGNET PRICES (PER PIECE)

QUANTITY	PRICE
300 - 400	\$0.26
500 - 900	\$0.24
1,000 - 4,900	\$0.22
5,000 & UP	\$0.21

NOTE: Minimum order size is 300. Orders must be in increments of 100. Blank WebGifts® magnets are not available.



JOIN FTD® WEBGIFTS® TODAY!

CALL 1-800-767-4000, EXT. 6889
OR EMAIL WEBGIFTS@FTDI.COM



24/7 SERVICES

You need to be available 24 hours a day, 365 days a year. How can you possibly do that? FTD has the solutions to help you keep your business running efficiently and profitably — even when you can't be there.

FTD® FLORISTS ONLINE

Allow your customers to shop from home, anytime day or night, on your website. FTD will even help you manage your site and merchandise it seasonally.

See the black and white pages of this Resource Guide for detailed information.

FTD® FLOWERS ALL HOURS®

Collect orders 24/7 and reduce labor costs by having trained professionals with excellent customer service skills answer your phones.

See the black and white pages of this Resource Guide for detailed information.

www.ftdi.com

EVERYTHING YOU NEED TO RUN YOUR SHOP

**ORDER ONLINE
24 HOURS A DAY,
7 DAYS A WEEK**

Shop anytime, day or night, weekday or weekend, for the products you need most to operate efficiently.

NEW FOL PREMIER LEVEL AVAILABLE



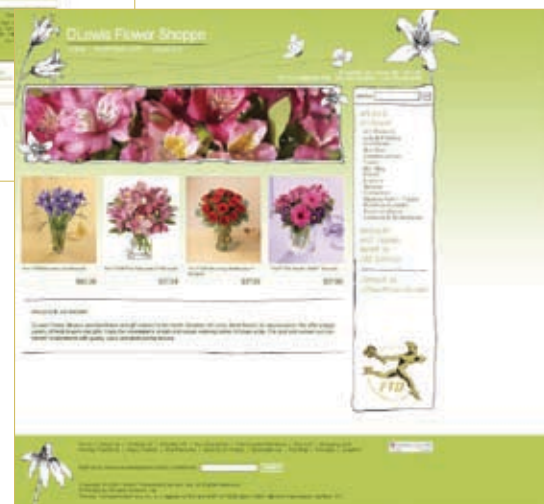
Sophistication



Café Chic



Lime Zest



Doodles

FTD® MERCURY TECHNOLOGY™

An FTD point-of-sale system is a comprehensive, easy-to-use shop management tool that cuts overhead and automates the time-consuming tasks of your business.

See the black and white pages of this Resource Guide for detailed information.

BUSINESS SOLUTIONS

FTD® CASH-FLO™

Credit card processing rates as low as 1.70% with no hidden charges... lowest in the industry!

See the black and white pages of this Resource Guide for detailed information.

**NOW AVAILABLE!
STAND-ALONE HIGH-SPEED CREDIT CARD TERMINAL**



ADVERTISING

POP KITS:

Your point-of-purchase kit includes shop posters for all holiday codified bouquets and a yearly workroom calendar. Ad slicks, telephone reference sheets and radio scripts are available for downloading at www.FTDi.com.

MARKETING MATERIALS:

Calendars, statement stuffers, catalogs, postcards, magnets and more! Add your shop name and information for year-round advertising!

See pages 17-28 within the color pages of this Resource Guide for detailed information.



Your Imprint Here
1234 Main Street
Downers Grove, IL 12345
1-800-123-4567
www.yourwebsitehere.com



Your Imprint Here
1234 Main Street
Downers Grove, IL 12345
1-800-123-4567
www.yourwebsitehere.com



EASY ONLINE ORDERING!

WWW.FTDI.COM/MEMBERMARKETING/IMPRINT

ADVERTISING

FTD offers many ways to advertise your business, all created with florists in mind

DIRECTORY ADS

Special listings, display ads, list ads, red ink... choose what's best for you!

See the black and white pages of this Resource Guide for detailed information.

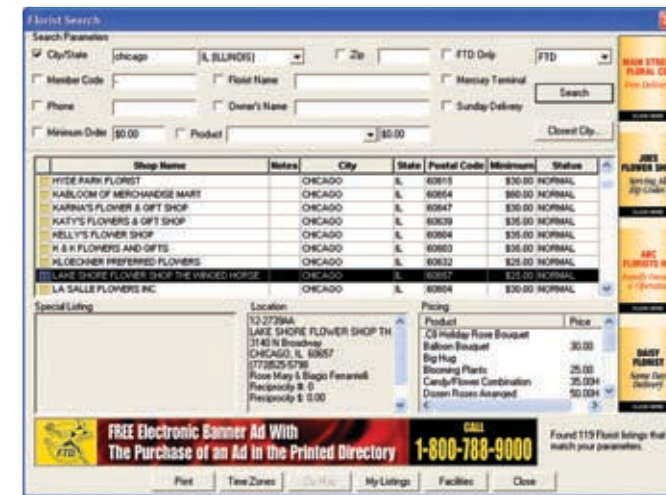


FTD PAID PLACEMENT ADVERTISING

Reach thousands of florists sending orders to your delivery area. Prime advertising space is available within FTD Mercury Florist Search.

- Fixed placement
- Only 4 ads per city
- Optional red letter text

More details available at www.FTDi.com/paid-placement



Example of how your fixed placement ad appears on FTD Mercury Florist Search

FTD LOCAL SEARCH

Be sure to reach the millions of consumers shopping online with the most results-driven pay-per-click advertising program in the industry. Also check out FTD Online Yellow Pages and FTDFlorists.com.



MERCURY BANNER ADS

Online advertising that's INCLUDED when you purchase a list or display ad in the FTD Directory!

See the black and white pages of this Resource Guide for detailed information.



Different levels of banner ads available!



DOES YOUR WHOLESALER OFFER A 7 DAY GUARANTEE?

INTRODUCING

7 DAY SATISFACTION GUARANTEE

FROM FTD FLOWER EXCHANGE

Introducing the 7 Day Satisfaction Guarantee from FTD Flower Exchange—the only 7 day satisfaction guarantee in the wholesale industry. If you are not completely satisfied with the quality and freshness of your FTD Farm Direct Standing Orders, we will issue a refund or equivalent FX Rewards points.

Just let us know within 7 days of the date of delivery—
it's that easy.



ALL FIRST TIME BUYERS

SAVE 10%

VISIT FTDFLOWEREXCHANGE.COM
FOR MORE DETAILS

FIND SATISFACTION TODAY!

1-800-767-4000 | FTDFlowerExchange@ftdi.com | www.FTDFlowerExchange.com

FTD FLOWER EXCHANGE

1-800-767-4000 | www.FTDFlowerExchange.com



Learn more about what Blossom Bucket can do for you at www.BucketvilleGazette.com



Consumers are buying



...where bright ideas bloom year round!

is it from you?

twitter

find us on Facebook

Call 1-800-767-4000 for pricing and to place your order!

Celebrate Spring With

VaseOvers™

A Fantastic Add-On!

Thickens Water and Suspends Objects in 3D!

Works as Well as or Better Than Water!

Retail and Bulk Packs Available!

9 Styles Available!

- Birthday Celebrate Christmas
- Graduation Mother's Day Newborn
- Thanksgiving Valentine's Day Wedding

Teters

YOUR COMPLETE SOURCE FOR ALL OF YOUR PERMANENT FLORAL NEEDS



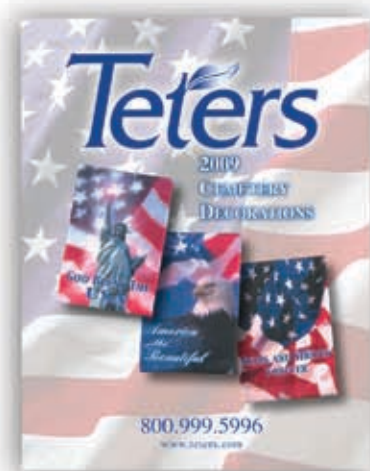
VALENTINE'S DAY
PRE301 - RED ROSES IN WATER - 4 STYLES
PACK - 12 EA.
PTM EA - \$6.26
PTM PK - \$75.21



MOTHER'S DAY
PRE520 - 16" GERBERA
IN CERAMIC POT
PACK - 12 EA.
PTM EA - \$6.27
PTM PK - \$75.24

TO ORDER CALL:
1.800.333.1310

CALL FOR
YOUR FREE
COPY OF OUR
CEMETERY
DECORATIONS
CATALOG, OR
REQUEST AT
[FTDCATALOG
REQUEST@
TETERS.COM](mailto:FTDCATALOGREQUEST@TETERS.COM)



PB94
28" HOOP BASKET
PACK - 4 EA.
PTM EA - \$18.80
PTM PK - \$75.20

- Actual size when fully hydrated*
- Diamond-01
 - Amethyst-02
 - Hot Pink-03
 - Sunstone-04
 - Citrine-05
 - Sapphire-06
 - Aquamarine-07
 - Emerald-08
 - Ruby-09
 - Onyx-11
 - Pearl-12
 - Mixed Ice-13

AquaGems 10-gram Package

Yields 1 liter
\$7.96 ctn of 4 (\$1.99 ea.)
1101 - Diamond 1107 - Aquamarine
1102 - Amethyst 1108 - Emerald
1103 - Hot Pink 1109 - Ruby
1104 - Sunstone 1111 - Onyx
1105 - Citrine 1112 - Pearl
1106 - Sapphire 1113 - Mixed Ice

AquaGems 40-gram Package

Yields 1 gallon
\$17.16 ctn of 4 (\$4.29 ea.)
1201 - Diamond
1202 - Amethyst
1203 - Hot Pink
1204 - Sunstone
1205 - Citrine
1206 - Sapphire
1207 - Aquamarine
1208 - Emerald
1209 - Ruby
1211 - Onyx
1212 - Pearl
1213 - Mixed Ice



AQUAGems

liquid marbles®

AquaGems are a beautiful and functional decorative medium for floral and other craft arrangements. AquaGems are made of a colorfast, sparkling polymer that absorbs, stores, and then releases water. They are non-toxic, biodegradable and environmentally safe and can be rehydrated again and again.



2-Pound Event Pack 1/2" Gem

Yields 25 gallons
\$69.49 ea
1501 - Diamond
1502 - Amethyst
1503 - Hot Pink
1504 - Sunstone
1505 - Citrine
1506 - Sapphire
1507 - Aquamarine
1508 - Emerald
1509 - Ruby
1511 - Onyx
1512 - Pearl
1513 - Mixed Ice

2-Pound Event Pack 3/4" - 1" Gem

Yields 25 gallons
\$69.49 ea
1521 - Diamond
1522 - Amethyst
1523 - Hot Pink
1524 - Sunstone
1525 - Citrine
1526 - Sapphire
1527 - Aquamarine
1528 - Emerald
1529 - Ruby
1531 - Onyx
1532 - Pearl
1533 - Mixed Ice

BrightSpot LED Light
BrightSpots are battery-operated, submersible accent lights. Add dramatic lighting to all of your projects without power cords!

4 packages of 10 pieces
\$31.60 ctn of 40 (\$0.79 per light)

- 1821 - White
- 1823AG - Pink
- 1826AG - Blue
- 1828AG - Green
- 1829AG - Red

12-piece Bulk package
\$9.00 ctn of 12 (\$0.75 per light)

- 1841 - White
- 1843AG - Pink
- 1846AG - Blue
- 1848AG - Green
- 1849AG - Red



STOCK UP ON EVERYDAY GLASSWARE

CALL 1.800.767.4000 FOR PRICING



GL-0000014-18
6" Bubble Bowl

GL-0000002-12
7" Flared Vase

GL-0000814-24
7" Ginger Jar

GL-0001539-12
8 3/4" Bud Vase Asst.



59804
8" Mini
Olympia Vase



GL-0001315-09
10" Europa Vase

GL-0001314-24
8" Europa Vase



GL-0001531-24
8" Hourglass Vase

GL-0001532-06
7" Hourglass Vase



GL-0000318-06
8" Cylinder Vase

GL-0000317-06
6" Cylinder Vase



GL-0001999-06
8" Rose Vase



GL-0001907-06
9" Garden Vase



GL-0001125-09
10" Bella Rosa Vase



GL-0001569-06
10 1/2" Gala Vase



GL-0001570-06
10" Celebration Vase

AVAILABLE THROUGH FTD® MARKETPLACE

AND TO PLACE YOUR ORDER



GL-0009917-00
7" Crackle Sweetheart Vase Asst.



GL-01546AS-12
8 1/2" Crackle Cylinder Asst.



GL-01548AS-12
4" Crackle Cylinder Asst.



GL-01547AS-12
6 1/4" Crackle Hourglass Asst.



6" Bamboo/Seagrass, 3 Styles
BB-2912116-24 - Stained
BB-2912117-24 - Whitewash



6" Potcover,
Faux Rattan
BB-1001754-12 - Dark
BB-1001760-12 - Whitewash



Available in Two Sizes
4" Peanut w/ Moveable Handle
BB-12271ST-12 - Stained
BB-12271WW-12 - Whitewash

6" Peanut w/ Moveable Handle
BB-12273ST-12 - Stained
BB-12273WW-12 - Whitewash



CR-00643SG-08
8" Vase Asst. w/ Flower Pattern



Available in Two Sizes
Potcover, Spring Pastels
CR-00635PS-12 - 4 1/2"
CR-00638PS-08 - 6 1/2"

Available in Two Sizes
Potcover, w/ Flower Pattern
CR-00637SG-12 - 4 1/2"
CR-00640SG-08 - 6 1/2"



CR-00641PS-08
8" Vase Asst., Spring Pastels

New!
**2010
Holiday
Cards**
Top Floral Holidays

Extended Dating
Payments due May 2010!

**Pay \$1
Each!
Retail
\$3.50**

100% Guaranteed
Must return all unsold Holiday
cards by June 10, 2010 for full
credit issued to your FTD®
Clearinghouse statement.

**72 Cards for \$72!
US Retail \$252
Order Code: HCOM1**

VALENTINE'S DAY: 12 EACH OF 3 DESIGNS



15384 RC113 \$3.50
Inside: I'm hoping this
valentine brings you a
smile and that it makes
someone think you're
special — because you
are.



15385 RC114 \$3.50
Front: On Valentine's
Day
Inside: Sending you a
little love.



15386 RC115 \$3.50
Front: We're Perfect
Together
Inside: I can't help
feeling we're meant to
be together. Every time
I look into your eyes,
every time we kiss,
every time you hold
me — it just feels right.
Happy Valentine's Day

MOTHER'S DAY: 12 EACH OF 3 DESIGNS



15387 RC116 \$3.50
Front: Happy Mother's
Day
Inside: Loving thoughts
to you on Mother's Day
and always.



15388 RC117 \$3.50
Front: Loving Wishes
Inside: Hoping your
day is bursting with
happiness
Happy Mother's Day



15389 RC118 \$3.50
Front: Happy Mother's
Day
Inside: All the flowers
of Mother's Day don't
brighten the world as
beautifully as you do.

**CALL TODAY! YOUR MARIAN HEATH GREETING CARDS REPRESENTATIVE
IS WAITING TO FILL YOUR SEASONAL DISPLAY
1-800-688-9998**

**ANIMAL
PLANET**

ALL NEW Animal Planet™ cards are
sure to be a big hit — all of the birthday
titles include an activity! They capture
the true essence of our relationship
with the animal world.
All Animal Planet™ cards retail for \$2.99.



Printed on
Love Mother Earth
paper.



299JB91624
Birthdays are special,
just like YOU! HAPPY
BIRTHDAY!
die-cut, word search
activity



299JB91629
Close your eyes and make a
WISH! HAPPY BIRTHDAY!
die-cut, word search
activity



299JB91676
Hope your birthday is over
the top
Inside: Happy Birthday
word search activity



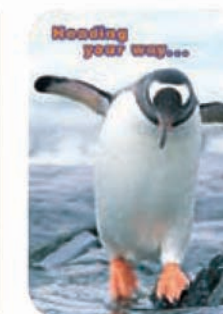
299JB91679
Happy Birthday
Inside: Hoping you get
the royal treatment on your
special day! die-cut, secret
code activity



299JB91677
Big bright wishes for a
happy birthday!
die-cut window, maze
activity



299JB91681
HAPPY BIRTHDAY
Inside: Wishing you a happy
smile that lasts all day long.
decoder activity



299JB91639
Heading your way...
Inside: ...to wish you a great
day! Happy Birthday
die-cut, decoder activity



299JB91630
On Your Birthday...
Inside: Have a roaring
good time!
die-cut, maze activity



299JB91633
You're dog gone special!
Hope your birthday is too!
die-cut, decoder & word
search activity



299B91673
Hope you carry some
birthday fun wherever
you go.
die-cut



299JB91680
Go WILD on your birthday!
word scramble activity



299JB91683
make a big wish
Inside: happy BIRTHDAY
word search activity



299JB91682
HOPE YOUR BIRTHDAY IS...
Inside Shown Above: TOAD-ALLY AWESOME
HAPPY BIRTHDAY
decoder & word search activity



299JB91636
Sending birthday wishes flying
up high for a fun and happy
day Happy Birthday
die-cut, decoder activity



299JB91675
I smell a birthday
Hope it's great!
die-cut, word scramble
activity



299JB91678
A little birdie told me...
Inside: It's your birthday!
decoder activity



299BN91674
blank inside
die-cut



299BN91684
blank inside
die-cut

**CALL TODAY! YOUR MARIAN HEATH GREETING CARDS REPRESENTATIVE
1-800-688-9998**

QUALITY PRE-MADE GIFT BASKETS AT GREAT PRICES



Chocolate Decadence



Sweet Nostalgia



Bountiful Gourmet



Baby Bountiful Deluxe-Girl



Giant Java



Citrus Spa

MANY OTHER DESIGNS AVAILABLE
PLEASE CONTACT FTD MARKETPLACE AT 1-800-767-4000
FOR PRICING AND DETAILS



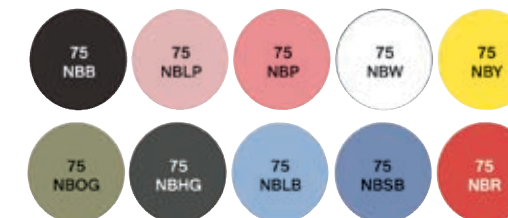
THE ORIGINAL RIBBON PRINTER USED BY THOUSANDS OF FLORISTS!



- Prints in Super Gold, Matte Gold, Silver, Red, Blue and Black
- Unlimited choices for styles and creativity
- Drastically reduces the cost of banners
- Easy to use by anyone in the shop
- Unmatched printing speed that minimizes labor and time
- You can personalize the banner with your shop name and logo

Fiorella

TECNIFLORA'S NEW LINE OF POLYSAT RIBBONS WITHOUT GOLD BORDERS ARE NOW AVAILABLE FOR THE FIORELLA PRINTER. When ordering please quote the color code above. Supplies have a minimum order of \$100.



Special Gifts For any Occasion...



STRO3342



STRO3333



STRO3343



STRO3348



STRO3335



STRO3346



STRO3344



STRO3340



STRO3345



STRO3414



STRO3336



STRO3760



STRO3347



STRO3416



STRO3627



STRO3338



STRO3628

S.T.R.I.N.G.E.R'S

— gift baskets —

A complete collection of branded holiday, baby and spa. Call 1-800-767-4000 for pricing and to place your order.

FTD[®] MARKETPLACE[™] ORDERING DETAILS & BENEFITS

TO ORDER OR FOR MORE INFORMATION
CALL 1-800-767-4000 ~ VISIT WWW.FTDI.COM

EXTENDED ORDERING HOURS: We understand how busy you are, so we keep our sales and customer service call centers open Monday through Friday 8:00 a.m. to 5:00 p.m. CST. For added convenience, you may fax or send your order through your Mercury terminal 24 hours a day.

Fax: 630.719.4861

Mercury 90-0233AA

Email: marketplacesales@ftdi.com

Web site: www.FTDi.com

SHIPPING: In-stock everyday merchandise is shipped within 3 business days of the date the order is placed. Holiday merchandise begins shipping approximately 2 months prior to the holiday. Products are shipped from various locations, so your order may arrive in more than one shipment. To help you manage your FTD deliveries, an FTD order confirmation is transmitted to your shop via Mercury at the time of order. A packing list is affixed to the first carton of each shipment. FTD is charged by FedEx for each carton shipped. The FedEx charge is based on the weight of the carton and not the value of the carton. Therefore, we charge a minimum per carton to cover the FedEx charges.

CONTINENTAL U.S.: FTD charges a shipping and handling fee of 20% of the value of each carton with a minimum of \$5.95 per carton. Please allow 7-10 business days for delivery once product has shipped.

CANADA: FTD charges a shipping and handling fee of 20% of the value of each carton with a minimum of \$8.95 per carton. Please allow 14-17 business days for delivery once product has shipped.

ALASKA, HAWAII AND PUERTO RICO: FTD charges a shipping and handling fee of 22% of the value of each carton with a minimum of \$10.95 per carton. Please allow a minimum of 4 weeks for delivery once product has shipped.

ALL OTHER DESTINATIONS: Delivery times and pricing will be quoted on a per-order basis.

RUSH DELIVERY: If you need to receive your product within a short time frame, we are happy to send your order via next day or 2nd day air at your request. You will be charged the cost of air freight.

EXTENDED PAYMENT TERMS: All members in good standing have the option of distributing payments in three equal installments over a 90-day period (orders must total \$150 or more). Finance charges apply. Extended payments on all products, including holiday products, begin the month the product is shipped. Sorry, extended payment terms are not available for fresh flower purchases.

DEFERRED BILLING: Billing for holiday codified purchases will appear on your Clearinghouse Statement the month prior to the holiday.

RETURNS: Prior to returning merchandise, you must call an FTD Marketplace Customer Service Representative at 1-800-767-4000 (option 2) for approval. Full cases of merchandise in their original cartons may be returned within 30 days of receipt of product (does not apply to apparel, gourmet or shop supplies). Holiday product must be returned prior to the holiday; no returns will be accepted afterward. A restocking fee of 35% of the value for each carton with a minimum of \$20 per carton will apply. Return of merchandise is the responsibility of the purchasing member. Contacting a representative is very important to ensure you will be properly credited for returned product. If product is refused at time of delivery, there is no guarantee that you will be credited.

DAMAGED MERCHANDISE: If you receive damaged merchandise, contact an FTD Marketplace Customer Service Representative immediately. Damage claims must be made within 24 hours of receipt of product. Please inspect all products upon receipt.

NON-DELIVERED MERCHANDISE: In the event your products have not been delivered, contact an FTD Marketplace Customer Service Representative at 1-800-767-400 (option 2) and they will initiate a trace.

EXCEPTIONAL BENEFITS WITH FTD[®] MARKETPLACE

BRAND RECOGNITION : When you display the FTD logo and FTD products, you are affiliating your business with one of the most recognized and respected brand identities in the world! Customers worldwide identify the FTD logo with quality and excellence in floral design.

NATIONAL ADVERTISING SUPPORT: When you purchase our branded, codified products, you benefit from a dynamic national advertising campaign. FTD advertising will make billions of impressions on potential customers through consumer magazines and on the Internet. FTD members are also offered free ad slicks and radio scripts to use in their local areas.

LOCAL ADVERTISING SUPPORT : Create your own direct mail campaigns with professionally designed calendars, statement stuffers, magnets and more that can be inexpensively customized with your shop imprint/logo. See pages 17-27.

ONE-STOP SHOPPING : FTD Marketplace offers you the widest variety of competitively priced floral products available through a single source, and our branded products are available exclusively to FTD members. You can order glassware, baskets, fresh flowers, imprint materials and more by calling 1-800-767-4000. We also offer you powerful business technology. Discover how our Mercury Technology systems can help your business grow. For more information, call Technology Sales at 1-800-767-3222.

24/7/365 SHOPPING: Visit www.FTDi.com and shop in the comfort of your home or office!

PERSONAL ATTENTION : Our helpful and knowledgeable Marketplace Representatives are eager to satisfy your ordering needs. Whatever the product, whatever the quantity, they will make ordering as quick and simple as possible so that you can get back to meeting the demands of your customers. Our Customer Service Representatives are available to answer any questions you may have regarding shipments or any other after-order inquiries.

Beginning 02/10/09, retailers are required to feature warning labels in catalogs and website pages from which consumers can directly purchase toys and games that have choking hazard labels or include latex balloons. A couple of examples are noted below.

WARNING: CHOKING HAZARD Children under 8 years can choke or suffocate on uninflated or broken balloons. Adult supervision required. Keep uninflated balloons from children. Discard broken balloons at once.

WARNING CHOKING HAZARD: Small parts not for children under 3 years.