
GROWERFLOWERS.COM PHOTO BLOOMS™ LINE A RESOUNDING SUCCESS

e-Commerce Flower Company rolls out Unique Personalization Service
with Farm Fresh Floral Deliveries

DETROIT, MI – August 16, 2006 – GrowerFlowers.com, a leading online floral and gift supplier for businesses and consumers, today announced that it has achieved a marketable success with their newly released Photo Blooms™ Line. Photo Blooms™, a unique GrowerFlowers service, allows a customer to upload a photo at GrowerFlowers.com, with a personalized print greeting card produced and shipped with flowers.

“This was a natural for us. Being in the flower industry for over 50 years, we understand and firmly believe that we are in the business of helping our customers send a sentiment.” said Mark Thiessen, President and CEO of GrowerFlowers.com. “With one third of our current customers taking advantage of this new service, obviously they feel the same way.”

Technological advances by the company have allowed for this new level of value adding in the highly competitive floral industry. According to Forrester Research, online floral sales are expected to reach \$1.75 billion by 2008. During recent peak floral shipment periods, the Wholesale Florist and Floral Supplier Association sites healthy year-on-year floral sales growth, including a 25% increase in online flower purchases for 2006 Valentine’s Day shipping period and a 16% increase this Mother’s Day over the prior year.

“The heart of this business is providing an expression of sentiment that the recipient won’t forget,” Thiessen explained. “This product allows for visual expression not previously available to the floral marketplace therefore significantly increasing the value of flowers as a commodity.”

While peak seasons of Christmas, Valentine’s Day and Mother’s Day are expected to deliver the highest volumes for this new to the industry product, much demand is currently in place for the Birthday, Anniversary and New Baby occasions as well.

“Really, there is no better way to enhance sentiments, than by including a personalized photo with your flowers.” states Thiessen when asked to comment on the overwhelming response. “There is also great potential for this product in the corporate gift giving sector. The potential in the industry is truly unlimited.”

About GrowerFlowers.com

GrowerFlowers.com is a leading online floral store that provides high quality flowers at great prices which are shipped directly from its network of growers. Since going online in 1996, GrowerFlowers.com gift selections have grown into hundreds of products, including roses, bouquets, florist delivered arrangements, plants, gift baskets and other unique gift items. Located at www.GrowerFlowers.com and via it toll-free phone number, 1-888-321-ROSE (7673), GrowerFlowers.com leads the industry by enabling everyone to express their sentiments with a color photo, greeting card and flowers.

In May of 2006, GrowerFlowers.com launched Photo Blooms™ and became the first floral company to offer flowers with a full color greeting card for any occasion with the sender’s own personal photo printed inside. Photo Blooms™ are available at www.growerflowers.com and are the perfect way for people to express themselves with flowers.

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