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Contacts & Helpful Numbers

1-800-BloomNet (1-800-256-6663)

BloomNet Customer Services

1-800-BloomNet
(1-800-256-6663)
customerservice@bloomnet.net

If you need assistance just call BloomNet Customer Service!

Commitment to Coverage · Product · Technical Support · Publications · International Orders · Billing

It's your one stop resolution center!

Service Hours: Monday – Friday: 8:00 a.m. to 8:00 p.m.
Saturday: 9:00 a.m. to 6:00 p.m.
Sunday: 9:00 a.m. to 5:00 p.m.
All times Eastern Standard Time

Get instant Feedback on all of your inquiries: Simply go to BloomNet.net and start chatting today!

BloomNet Sales

Market Area Consultants:

1-800-BloomNet (1-800-256-6663)
sales@bloomnet.net

Product Sales:

1-800-322-2421
sales@bloomnet.net

Directory Sales Specialist:

1-800-322-2421
sales@bloomnet.net

Napco Contact Info:

Phone: 904-737-8500
Toll Free: 800-356.2726
Email: CS@napcoimports.com
Web: www.napcoimports.com

Industry Contacts

SAF: 703.836.8700
AIFD: 410-752-3318
CAFA: 519-836-8700

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net

BloomNet Florists must meet eight basic qualifications to become members and enjoy the ability to send and receive orders through our network of quality florists, benefiting from the industry's highest advertised rebates, (with no minimum amount and from order #1), while paying the lowest fees.

BloomNet Select

- Attractive and professional retail business location
- Qualified full time designer
- Fresh flower inventory
- Commercial floral refrigeration
- Dedicated business phone line
- Guarantee same day delivery
- Credit worthiness
- Supportive and positive attitude

BloomNet Preferred Florists must meet the eight basic qualifications plus the following A-C-A standards to receive 1-800-FLOWERS.COM® orders.

BloomNet Preferred

Appearance

- Have a clean, attractive and inviting retail storefront
- Have design and display areas that are attractively and adequately decorated and merchandised, portraying a professional image and providing a pleasant shopping experience for the customer
- Maintain an adequate inventory of fresh flowers, greens, plants, hard goods and other necessary items to fill any 1-800-FLOWERS.COM® order in accordance with BloomNet recipes
- Use protective and attractive packaging for all floral arrangements
- Deliver every floral order on scheduled delivery date by a clean and clearly identifiable delivery vehicle
- Have neat and courteous personnel

Capabilities

- Have a monitored in-house Flower Freshness Care System to ensure optimum post-harvest life of the flowers
- Open to receive and deliver floral orders
- All major floral holidays (Thanksgiving, Christmas, Valentine's Day, Easter Sunday, Administrative Professionals' (Secretaries') Week, Mother's Day)

- Monday to Friday: 9:00 a.m. with at least a 3:00 p.m. cut-off time for same-day deliveries
- Saturdays: 9:00 a.m. with at least a 2:00 p.m. cut-off time for same-day deliveries
- Sundays: 10:00 a.m. with at least a 1:00 p.m. cut-off time for same-day deliveries
- Confirm every delivery electronically via BloomLink by 7:00 p.m. on the scheduled delivery date.
In addition, provide delivery information when phone inquiries are made
- Have a design staff that is knowledgeable of current trends and design techniques and capable of incorporating the principles of design in all arrangements
- Be a member of the BloomLink sending network and be responsible for tracking all orders by BloomLink sequence numbers
- Have an operational facsimile machine as a backup method of order transmission

Attitude

- Be cooperative and willing to participate in services, sales and marketing promotions and codified products when warranted by BloomNet Sales Forecasts
- Contact your BloomNet Florist Relationship Consultant prior to any changes of ownership
- Provide and guarantee the freshest flowers and superior customer service that go above and beyond our customer's expectations
- Guarantee the freshness of arrangements for one week
- Fill every order to value, according to product description, price and BloomNet recipe without requiring a price change (1-800-Flowers' minimum order is \$24.99; however, average order price is \$50 and all prices include up to \$7.99 for delivery)
- Staff with qualified design, retail and delivery personnel who are friendly, professional, able to provide assistance and understand the nature of the floral business

Points of Differentiation

- A select network of premiere florists
- The highest published rebate with the lowest qualification
- Highest profitability on wire orders
- Lowest monthly service fees
- The most experienced sales force and business consultants in the industry!

Change Requests / General Messages

1-800-BloomNet (1-800-256-6663)

At BloomNet, we understand from time to time you need to update your records. We can easily accommodate any requests made to your profile and simply ask you to abide by the following procedures for both your protection and in order to expedite your requests in a quick and efficient manner.

Bank Change

If your banking information has changed or will be changing, the BloomNet Florist Services department will require for you to update us with the new information. Upon your request, we will send to you the required application for you to complete. Your bank change request will be expedited upon receipt of new banking data. Please notify BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663) to request this application or e-mail us at customerservice@bloomnet.net.

Address Change

If you have moved or will be changing the address of your current location, BloomNet Florist Services will require for you to update us with the new information. Upon the receipt of your request, we will send to you the required application needed to process your request. Please notify BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663) to request this application or e-mail us at customerservice@bloomnet.net.

Change of Ownership

Prior to the transfer of ownership, BloomNet Florist Services will require for the new owner to complete a new application. Please notify BloomNet in advance of the change of ownership to avoid any interruption of BloomNet Services. Please notify BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663) to request this application or e-mail us at customerservice@bloomnet.net.

We appreciate your business and want to assist you with any of your needs.

Please contact us 1-800-BloomNet (1-800-256-6663) or customerservice@bloomnet.net if you have any questions.

General Messages

BloomLink General Messages are the primary means by which BloomNet and 1-800-FLOWERS.COM® communicate with BloomNet Professional Florists. General Messages are used to provide BloomNet Florists with important Holiday Operations Updates such as Flexible Delivery Options during peak periods, New Product Launches and Marketing Promotions, Holiday Projections and Autoship Program details for top fulfilling 1-800-FLOWERS.COM® Florists. General Messages sometimes require a response from BloomNet Florists. For example, General Messages are often used to ask BloomNet Florists if they are open for receiving and fulfilling orders on a specific holiday

General Messages are also used to keep BloomNet Florists informed about 1-800-FLOWERS.COM® marketing and promotional activities. This provides you with valuable information to help prepare for upcoming production, staffing and delivery driver needs.

As a reminder, General Messages print out automatically on your BloomLink system, similar to how orders print. It is every BloomNet Florist's responsibility to make sure that they are able to view General Messages and stay informed by reading all messages that are sent by BloomNet and 1-800-FLOWERS.COM®.

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net

Important Reminder - Receiving Orders

To support the needs of all BloomNet Professional Florists, Florist-to-Florist orders can be sent through the BloomLink Network via 3 methods of communication: (1) BloomLink, (2) Fax, and (3) Telephone.

All BloomNet Florists are expected to receive Florist-to-Florist orders by all 3 methods of communication, as long as the order meets your order minimum and delivery charges specified in the current BloomNet Directory.

Receiving Payment for Telephone or Fax Orders

To receive payment for Telephone or Fax orders fulfilled, you must complete an Incoming Order Form.

To Click:



Login to Bloomlink at www.bloomlink.net. See page 8 for more instructions

To Fax:



Print a copy of the Incoming Order Form, located under the Utilities Tab of BloomLink, or make a copy of the form located on page 24 and fax it to 1-866-366-3216

To Mail:



BloomNet Florist Services
7800 Bayberry Road
Jacksonville, FL 32256

Please Note:

All orders fulfilled via BloomLink do not require an Incoming Order Form. Payment will be automatically applied to your Clearinghouse statement.

Should you have any questions, please contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663). Thank you.

How to do a Delivery Confirmation

New Delivery Confirmation Number (877) 569-0858

This new DLCF number is a backup for 1-800-FLOWERS.COM orders and the number to call for ALL BloomNet Florist-to-Florist shops to process delivery confirmations over the phone. This number will allow shops to process DLCFs for 1-800-FLOWERS.COM and BloomNet Florist-to-Florist orders. Below are the steps a shop will be asked to follow when they call the number.

Step #1 Enter order number, followed by # sign. The system will repeat the order number.

Step #2 Press 1: if order # is correct, Press 2 if attempted delivery.

Please choose from the following options if you pressed 1

Press 1: If arrangement was left with intended recipient.

Press 2: If arrangement was left at front desk, flower room or with security guard.

Press 3: If left with neighbor, co-worker, porch or by front door.

Press 4: For other options.

If the choice in Step #2 was 2 (attempted delivery), your prompts will be the following:

Press 1: If additional information is needed to deliver order.

Press 2: If recipient was not available.

Press 3: If the delivery date was incorrect.

Press 4: For other options.

More than 1 order can be inputted.

After the Delivery Confirmation, the system will give you an option to add another order number or hang up.

How to do a Delivery Confirmation



Click on Deliver Confirm button.

Select the method with which to search for the orders you wish to confirm. The Delivery Date option retrieves the open confirmation records for all of that day's scheduled deliveries, while Order Number and Sequence Number will bring up the record for a single order.

Click in the white rectangle to the left of the SEARCH BUTTON.

Enter the data needed for the search and click on SEARCH.

E.g. To confirm by the Delivery Date option, enter the date in the proper format (07-09-2004) and click the search button. Please note that once the Delivery Date option is selected, the current date defaults in the search box and only needs to be changed if you are searching for a different date.

Please select Delivery Confirmations to view.

Order Number
 Sequence Number
 Delivery Date (Ex: 08-19-2005)

-Delivery Confirmations-

Order No.	Delivery Date	Recipient Name	Address	City	Date Delivered (Ex: 08-19-2005)	Time (Ex: 03:20 PM)	Signature
44033044 -14568	08-19-2005	DIGIROLOMO	270-05 76TH AVE	NEW HYDE PARK	08-19-2005	11:28 AM	joseph
44033253 -14569	08-19-2005	PEL C	255 WARNER AVE	ROSLYN	08-19-2005	02:45 PM	stacy
44041498 -14570	08-19-2005	DUJMOVITS	125 EVANS ST	NEW HYDE PARK	08-19-2005		

- ✦ Enter time: i.e. 01:30 PM. Remember – There must be 2 digits for the hour, 2 digits for the minutes and a space must be between the last digit of the time and AM/PM which must be capitalized.
- ✦ Enter the name of the person who accepted or signed for the order.
- ✦ Click Submit

Call us at 1-800-BloomNet (1-800-256-6663) or email us at: customerservice@bloomnet.net

BloomNet ORDERS ARE 100% GUARANTEED*!!

If you receive an order by phone from another BloomNet Florist your payment is 100% guaranteed!!

As we continue to build this network of dedicated Professional Florists we are proud to report the incredible growth we have seen in florist-to-florist sending. In fact, thousands of high-quality Florists have already turned to BloomNet as their wire service of choice. Most of you have already begun to see more florist-to-florist business and many of those orders may be called into your shop over the phone from your fellow BloomNet partners. The payment on all successfully delivered orders is guaranteed* by BloomNet regardless of how that order was received.

Please treat ALL incoming orders as if they were your own, each order represents an expression of sentiment that a customer has entrusted us to convey.

How to Send PHONE OR FAX ORDERS

Sending a BloomNet Order is as Easy as 1-2-3...

- 1) Look in your current BloomNet Directory to find a florist in the recipient's city.
 - Find a florist that meets your customer's needs.
If they are sending a codified order make sure to find a shop that is codified with one of the easy to read symbols.
 - Communicate (Call or Fax) the recipient's information from your customer to the receiving florist.
- 2) Make sure to get the following information from your customer to relay to your selected florist:
 - Recipient's Name
 - Street Address (including apartment or office)
 - Zip Code
 - Phone Number
 - Bouquet name, description or Selection Guide Number
 - Price (Total Amount including delivery)
 - An alternate choice
 - Card Message (occasion)
 - Delivery Date and Time
 - Any Special Instructions
- 3) It is the receiving florists' responsibility to fill out the Report of Incoming Order Form and send to:
BloomNet Directory Department
7800 Bayberry Drive
Jacksonville FL 32256
or Fax to: 866-366-3216

BloomNet Order Form Instructions to Receive Payment

1-800-BloomNet (1-800-256-6663)

When To Use This Form?

This form is to be followed ONLY for orders you receive from other BLOOMNET FLORISTS over the PHONE!
This NEW form will increase accuracy and improve efficiency of all orders reported!

When Not To Use This Form?

This process is NOT TO BE USED for orders you receive over your BloomLink system, from 1-800-FLOWERS.COM directory, or from other BloomNet Florists. Orders received over your BloomLink system from 1-800-FLOWERS.COM or from other BloomNet Florists are automatically reported and will appear on your monthly Clearinghouse Statement.

How To Use This Form?

This form is to be followed ONLY for orders you receive from other BLOOMNET FLORISTS over the PHONE!
This NEW form will increase accuracy and improve efficiency of all orders reported!

Step 1

Login to BloomLink at www.bloomlink.net. Click on **Utilities** on the top right corner of the screen.
Click on **Reports** on the left hand side, and then click on **Incoming Order Report Form**.

Step 2

Fill out the Shop-to-Shop Order Entry Form.

- 1) Your Shop Code is automatically entered.
- 2) Enter the Sending Florist's Shop Code
 - a. Press tab. If code is correct, Shop Name will automatically show up in the 'Sending Florist Name' field
- 3) Enter the delivery date in the format provided (MM – DD – YY)
- 4) Select the Occasion from the drop-down menu.
- 5) Enter the recipient's last name. *(Please review spelling.)*
- 6) Enter the total amount of the order, including delivery. *(Please review this dollar amount. If incorrect, it will take an entire billing cycle to correct the amount once BloomNet is notified of the error.)*
- 7) Enter the City and State where the order is being delivered. Repeat on each row for additional orders. You may click Add Row if you need to add more rows.
- 8) Click Next to submit. You're done!
The report has been submitted to BloomNet.

Shop to Shop Order Entry Form

BloomNet Member # G1240000

Sending Florist Code Number	Sending Florist Name	Delivery Date MM/DD/YY	Occasion Code	Recipient's Last Name Up to 10 Letters	Amount of Order Including Delivery	City	State
L904000	A BELLA MIA DESIGNS MA		Sympathy				
			Sympathy				
			Sympathy				

Add Row

Total Amount \$ 0.00

Shop to Shop Order Entry Form

BloomNet Member # G1240000

Sending Florist Code Number	Sending Florist Name	Delivery Date MM/DD/YY	Occasion Code	Recipient's Last Name Up to 10 Letters	Amount of Order Including Delivery	City	State
L904000	A BELLA MIA DESIGNS MA	07/19/10	Birthday/Anniversary	MIRRAH	\$5.00	FOXBORO	MA
			Sympathy				
			Sympathy				

Add Row

Total Amount \$ 55.00

Substitution

- Fresh floral and container substitution is often the source of the most frequent consumer complaints and should be avoided wherever possible. If substitution is unavoidable, the filling BloomNet Florist should immediately contact the sending BloomNet Florist to suggest a second choice.
- The sending BloomNet Florist must approve or reject the substitution, and it is their responsibility to notify their customer.
- Any disputes that arise from order substitution are the responsibility of the sending and filling BloomNet Florists

Detailed Substitution Guidelines

- Any substitution of flowers should be of equal or greater value.
- The style and color of the original arrangement requested should be maintained.
- When only one type of flower is requested in an arrangement, such as one dozen red roses arranged, no substitution is permitted unless approval is received from the sending BloomNet Florist or their customer.
- Examples of unacceptable substitutions include:
 - Vase arrangement substituted for a centerpiece.
 - Green plants substituted for blooming plants.
 - Containers instead of sprays (funeral/sympathy).
 - Baskets instead of wreaths (funeral/sympathy).
 - Plants for fresh cut flowers.
 - Silk & dried arrangements for fresh arrangements.
- Should a complaint result from an improper substitution, the filling BloomNet Florist should either make a satisfactory replacement or work diligently with the sending BloomNet Florist to satisfy the customer. By resolving any customer disputes between each other, BloomNet Florists protect the integrity of long-distance sending.

Zip Code Self Service

1-800-BloomNet (1-800-256-6663)

Great New Feature Available to Help You Manage Your Shop's Delivery Coverage for Florist to Florist Orders:

BloomNet now offers you the ability to review, and add your shop's zip codes in respect to your servicing cities. You will find this functionality under your utilities button within Bloomlink.

The functionality is very intuitive. After clicking on Zip Code Coverage you will be presented with a pop-up box of all the zip codes BloomLink currently has on file for your shop in respect to "Florist To Florist" coverage. Here, you will be able to add zip codes by clicking on the add button and entering the new zip code. BloomNet Customer Service agents are available to walk you through this process if needed. Please contact us at 1-800-256-6663 for clarification on these instructions. If you would like to remove any zip codes from your service area please call the directory sales team at 1-800-322-2421.

*This functionality does not alter 1800flowers.com zip code coverage.

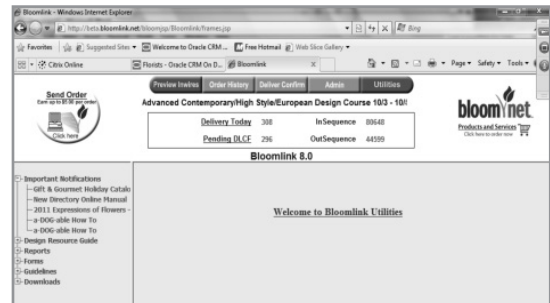
Please follow steps below:

Log in

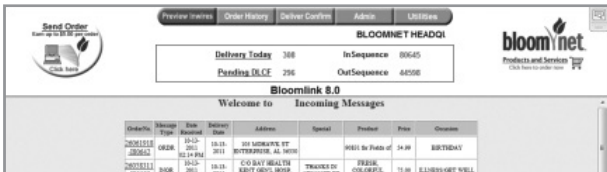
1. Enter BMT coder / user name / password / and then left click on Logon



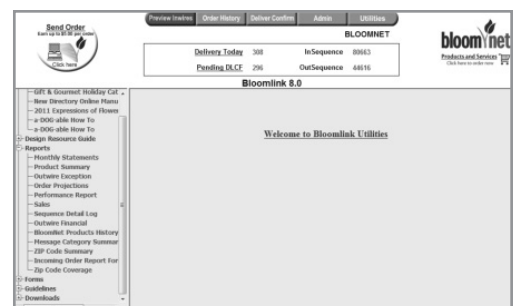
3. Left click on reports



2. Click on Utilities



4. Left click on "Zip Code Coverage"



Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net

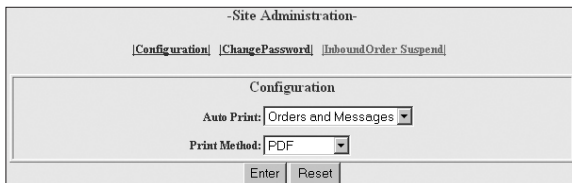
How To Self Suspend

You have the ability to self-suspend your incoming BloomLink orders. Just log into BloomLink and go to the **Admin Tab**. Next, just follow the easy steps below.



To begin: Log into BloomLink at www.bloomlink.net as administrator using your User Name & Password (this is the same process used to View Statements). Once you are logged in:

- Click the **Admin Tab**
- Click **Inbound Order Suspend**
- Click add **New Record** (See Below)



NOTE: Any previously set suspensions that are still active will be displayed here. If it says "no records" there are no currently active suspend dates in effect.

Clicking Add New Record will bring up the New Suspend Date Range Entry screen. Here, you have to type in the start date of your suspension, the end date of your suspension and your name.

NOTE: You will resume receiving orders on the day **AFTER** the end date. The suspend dates will lift automatically once the end date has passed.

The screenshot shows the "New Suspend Date Range Entry" form. It has three input fields: "Start Date" (format: MM-dd-yyyy), "End Date" (format: MM-dd-yyyy), and "Name Of Person Entering Record". Below the fields is a "WARNING!" message: "Adding a new suspend record on this screen will prevent your shop from receiving orders to be delivered within the date range entered. (This includes the End Date.)". At the bottom are "Submit" and "Cancel" buttons.

Once the required information has been entered, click **Submit**. The suspend dates have now been set.

NOTE: You must continue to check your system for 90 minutes after setting the suspend dates in case any orders are already on their way.

How to Download Your Statement

1-800-BloomNet (1-800-256-6663)

The following steps are how you access the Monthly Invoice:

- ❖ Enter www.bloomlink.net in the location field of your internet browser toolbar
- ❖ Hit the enter key
- ❖ The sign on screen that appears will NOT be automatically filled in. Enter your BloomLink ID code, and your ADMINISTRATIVE User ID and password
- ❖ Hit enter on your keyboard
- ❖ Click the Utilities button on the left hand side of the screen.
- ❖ Under Reports will be your Monthly Invoice Report (Click)
- ❖ Now on the right hand side you will see the year (drop down the year field to change years) and the month you would like the report for by clicking on the appropriate "VIEW month REPORT"

Directpay Statement (Monthly Payment Information.)		
Invoice Year : 2006 <input type="button" value="Get Report"/>		
Report Month	File size	
March	44705 bytes	View March Report
April	53958 bytes	View April Report
May	71546 bytes	View May Report

Your statement will open and display the invoice for the month you have chosen. Click the Printer icon DIRECTLY above the report to print it.

If you have questions concerning the information on your monthly report, please send an e-mail containing all the pertinent information to: FloristStatementInquiries@1800flowers.com

Paying your Clearinghouse Statement by Phone



In an effort to make managing your BloomNet account more convenient, we now accept CREDIT CARD payments by telephone. Review your monthly Clearinghouse Statement, at 1-800-BloomNet (1-800-256-6663). All major credit cards are accepted, and for a small convenience fee based on the prevailing Interchange Rate, BloomNet will do the rest. For payments above \$10,000, please contact BloomNet's Credit Department at 1-800-256-6663 ext 7730. Save time, avoid fees and secure your rebates by maintaining your account in an up-to-date status.

Also, allow our credit department to create a payment profile and we will use the information for future Clearinghouse statements; no call will be necessary! A convenient, secure, easy method for ensuring that you receive the maximum benefit from being a BloomNet Professional Florist.

Call today!

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net

How to Read BloomNet's New Clearinghouse Statement


The following chart explains the items that appear on the new monthly Clearinghouse Statement. It details the products and services on the Account Summary section on the front page of your Statement.


Account Summary	
1	Previous Balance \$1,500.00
2	Payment Received \$250.00 CR
3	Payment to Florist \$0
4	Beginning Balance \$1,250
5	1-800-Flowers.com Orders Received \$676.90 CR
6	Miscellaneous Credits \$21.25 CR
7	BloomNet Orders Received \$374.88 CR
8	BloomNet Orders Sent \$213.03 CR
9	Additional Services \$389.95
10	BloomNet Membership Services \$129.99 CR
11	BloomNet Technologies \$243.02
12	Directory & Advertising Services \$113.93
13	BloomNet Product Services \$98.75
	=====
14	Amount Due BloomNet \$1,555.88
	Amount Due Main Street Flowers 0.00
Order Summary	
	Current Month's Orders Current Month's Dollars Year-To-Date Orders Year-To-Date Dollars
Received	27 \$1,318.68 140 \$7,400.00
Sent	9 \$403.27 100 \$5,400.00


- 1 Previous Statement Balance:** The ending balance of the prior month.
- 2 Payment Received:** Payments received and applied during the statement period.
- 3 Payment to Florist:** Payment to the Florist during the statement period.
- 4 Beginning Balance:** Previous statement balance less payments received and/or plus payment to Florist.
- 5 1800Flowers.com Orders Received:** All orders you received from 1-800-Flowers.com credited.
- 6 Miscellaneous Credits:** Other credits given from BloomNet.
- 7 BloomNet Orders Received:** The net amount of the orders you receive is credited to you.
- 8 BloomNet Orders Sent:** The net amount of the orders you send is added to your balance. You keep the 20% commission when you take the order from the customer. If you wish to dispute an order on your statement please contact the delivering florist. Most disputes can be resolved in this manner. If you need assistance, please contact Customer Service at 1-800-BLOOMNET (1-800-256-6663) or visit BloomLink.net.
- 9 Additional Services:** All other charges appear in this section
- 10 BloomNet Membership Services:** The monthly fee for BloomNet Services and national advertising.
- 11 BloomNet Technologies:** A summary of BloomLink Technologies services. Including BloomLink fees, software maintenance, internet fees, and other BloomNet Technologies.
- 12 Directory & Advertising Services:** Directory advertising charges appear in this section.
- 13 BloomNet Product Services:** The cost of products including any handling or shipping charges.
- 14 Net Total Due:** The Total amount due to BloomNet, or, for credit balances, the amount due you.
- 15 Summary of BloomNet Order Activity:** Monthly and year-to-date order activity is summarized here. 100% of the order amount is shown. See the order sections for net amounts. Will indicate BloomLink orders that you have Sent or Received.


Rebate Program

- \$5.00 per order for 20 or more orders sent per month from order #1
 - \$3.00 per order with 1-9 orders sent per month
- Note: No minimum order dollar value or minimum monthly order sending requirement*

 Call us at 1-800-BLOOMNET or 1-800-256-6663

 BloomNet Customer Service
7800 Bayberry Drive
Jacksonville, FL 32256

 Email
customerservice@bloomnet.net

 Fax us at 1-877-299-8562

1-800-BloomNet (1-800-256-6663)

Directory Online

1-800-BloomNet (1-800-256-6663)

BloomNet Florists have a FAST & EASY way to send orders.

- The “Google-esque” landing page layout will make entering orders quicker and takes under a minute.
- INCREASE in bound orders with enhanced listings & FREE social media links to your Facebook and Twitter pages.
- PLUS, the new Directory Online displays real time information!

The screenshot shows a web form titled "Search for a Florist". At the top, it says "*Location of the Recipient". There are two main columns. The left column is titled "Residential or Business" and has a house icon. It contains a "Delivery Location" section with input fields for "ZIP/Postal Code", "State/Province", and "City", and a "Delivery Date" field with a calendar icon. The right column is titled "Facility" and has a building icon. It contains a "ZIP/Postal Code" field, "State/Province" and "City" dropdown menus, "Facility" and "Facilities" dropdown menus, and a "Delivery Date" field with a calendar icon. A circular "OR" button is placed between the two columns. Each column has a "Search for a Florist" button at the bottom.

Search:

The choice is yours! Search by Resident, Business, or Facility (Hospital, Funeral Home or Nursing Home) to help you quickly find the right florist for your customer's order.

Search Listings:

View all florists on one page with a clean and crisp look and feel. New results page allows for a “paid for placement” advertising opportunity for your shop.

Address Verification:

Our enhanced Directory Online search technology will automatically verify the recipient's address for greater accuracy and time savings to help you avoid those costly wrong deliveries..

Other Features Include:

- Florist Listings, Social Media, Links, Video and Image Galleries.
- New & Improved Review and Recommendations Section.
- Enhanced Banner Ad's to increase your inbound order volume!

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net



Mainstreet Florist

FREE DELIVERY
to all Funeral Homes and Hospitals
Open 7am to 6pm
Open 7 Days

800-555-1234
FAX: 321-555-4321
Z 32801

TOWN & COUNTRY FLOWERS
L6300000 (888) 735-6937
(334) 585-1091

122 Kirkland St
Phyllis Porter
FAX: (334) 585 0120 Z 36310

ALABASTER FLORIST
H5720000 (800) 473-0529
(205) 663-0529

117 First St N
Allison Sloane
OPEN SUNDAY Z 35007

Resident Listing

ALSO SERVED BY

FLOWERS AND MORE

Fresh Flowers Daily - Delivery Until 9:00 pm
Open Sunday - SERVING ALL ZIPS

800-555-1234
Z 32822

Advertising Samples

Follow these examples to create an advertising listing

ABBERVILLE

TOWN & COUNTRY FLOWERS
L6300000 (888) 735-6937
(334) 585-1091

122 Kirkland St
Phyllis Porter
FAX: (334) 585-0120 Z 36310

ALABASTER

ALABASTER FLORIST
H5720000 (800) 473-0529
(205) 663-0529

117 First St N
Allison Sloane
OPEN SUNDAY Z 35007

ALBERTVILLE

MARIE'S FLOWERS (205)123-1867
L6030000

6650 Hustleville Rd.
Bobbi Jones Z 36130
OPEN SUNDAY

ALEXANDER CITY

DONNA'S FLOWERS (205)123-1667
L6000000
(800)123-1567

156 Main Street
Donna Jones Z 63130
FAX: (241) 334-8753
Mon-Fri 8-5 Sat 8-12 Sun Funeral Work
Delivery to all Funeral Homes & Hospitals
Hi-Style Traditional Arrangements
Serving all of Springfield since 1920

Extra Listing

Customized Listing

Directory Terms To Build Your Business

Resident Listing: Your resident listing appears in the directory at no charge. It includes your shop name, address, phone number, fax number, toll-free number, zip code, contact name, minimums and product codification.

Extra Listing: An extra listing appears in cities and towns that you service not including the city you reside in. An extra listing contains all the information that is in the resident listing. It is an affordable way to extend your coverage into other towns you deliver to.

Customized Listing: Customized listings allow you

to expand your Resident Listing up to 4 lines and is a more effective way to promote your shops uniqueness; like years of experience, design awards and certifications and delivery areas, including hospitals and funeral homes.

Display Advertising Display ads are available in a variety of sizes to suit your advertising needs. This form of advertising has the highest impact and gives you significant exposure. You can include your logo and customize the look and feel to highlight all of your shop's specialties. Display ads are easy to find and the most effective way to catch the eye of a sending florist.

Note: All Ads and Listings that are placed in the Paper Directory are also placed in the BloomNet Digital Directory Online at no extra Charge! That's right, for just one low cost your ad will not only appear in the printed version, but everyone using BloomLink to send their orders will also have the opportunity to view your ad online without one cent coming out of your pocket. Double your exposure today! Call 1-800-BloomNet (1-800-256-6663).

Display Advertising

Tear out and mail to: BloomNet Directory Department, 7800 Bayberry Drive, Jacksonville, FL 32256

Shop Name: _____
 City, Street: _____ Zip: _____
 Code #: _____ Contact Name: _____
 E-mail Address: _____ Phone #: _____

Display Advertising **Ad Set-Up Fee \$9.99** **■ Please send me a proof**

Please sign me up for the following locations	4 1/2"	6"	9"	1/2 Page Vertical	Full Page
City	\$69.99	\$79.99	\$109.99	\$199.99	\$299.99
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

Online Display Ad Enhancements

2 Color Ads Add a little color to your display ad by choosing one of our color schemes. One of our designers will create a professional and creative design surely to attract incoming orders.

Full Color Ads are the most effective way to drive business into your store. Send us a custom logo or pictures of your store and we will custom design a display ad for you!

Why Advertise? Advertising your shop to other florists is key to attracting incoming orders. We offer a variety of sizes to choose from to fit your advertising needs. These ads are placed under the cities you choose to serve as other florists are looking for a filling florists. Promote your shop's uniqueness and differentiate yourself using these examples:

- Shop Hours
- Toll Free Number (No Charge to List)
- Years of Experience
- Design Awards and Certifications, i.e. AIFD, AAF, PFCI, etc...
- Unique Products and Services You Offer
- Delivery Area, Including Hospitals and Funeral Homes

Ad Layout: You can provide a camera ready logo or artwork for ad or we can design one for you.

Please use this for your advertising copy.

1-800-BloomNet (1-800-256-6663)

Call us at 1-800-BloomNet (1-800-256-6663) or email us at: customerservice@bloomnet.net

Extra & Customized Listings

Tear out and mail to: BloomNet Directory Department, One Old Country Road, Carle Place, NY 11514

Extra Listings are also a great way to increase your incoming order volume by listing all the different towns and cities you serve. If you want to stand out even more make it a custom listing.

Extra Listings: \$14.99/month		Custom Listings: \$18.99/month			Online	
City	State	Minimum Order	Delivery Charge	*Custom Listing	Purple Text	Purple Shade
1.					\$4.99 ea	\$4.99 ea
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						

Please add any additional listing on separate sheet.

Online Listing Enhancements

Purple Listings.....\$4.99 / Per Month

Purple Shaded Listings.....\$4.99 / Per Month

Make your listings stand out by adding color to them.

This will differentiate your listings from everyone else on the screen.

*The more information you can provide about you and your shop, the greater the opportunity you will receive more incoming orders. With BloomNet's customized listings you can list your shop's specialties in both your resident and extra listings. Customized listings can be up to 4 lines of 60 characters each, including spaces. Please indicate by placing "x" under the custom listing column above.

Information to include:

■ Shop Hours

■ Toll Free Number (No Charge to List)

■ Design Awards and Certifications,

i.e. AIFD, AAF, PFCI, etc...

■ Delivery Area, Including

Hospitals & Funeral Homes

- _____
- _____
- _____

Minimums and Codifications

	Minimum Order	Check Appropriate Holiday Price Exception	
Arrangements	\$ _____	<input type="checkbox"/>	Delivery Charge \$ _____
Blooming Plants	\$ _____	<input type="checkbox"/>	BloomLink Florist _____
Dozen Roses Arranged	\$ _____	<input type="checkbox"/>	<input checked="" type="checkbox"/> Closed Afternoon _____
Funerals	\$ _____	<input type="checkbox"/>	<input checked="" type="checkbox"/> Closed All Day _____
Balloons	\$ _____	<input type="checkbox"/>	Open Sunday _____
Candy	\$ _____	<input type="checkbox"/>	
Dried/Silk	\$ _____	<input type="checkbox"/>	
Fresh Fruit	\$ _____	<input type="checkbox"/>	
Gourmet Baskets	\$ _____	<input type="checkbox"/>	

***Holiday Price:** Indicate after the minimum order those prices that may not apply one week before or one week after Valentine's Day, Easter, Mother's Day, Thanksgiving and Christmas.

Directory Deadlines

May 2017
Membership Termination: February 10, 2017
Directory Advertising Changes / Paper Directory
Opt-Out Deadline: March 10, 2017
Product Codification: March 10, 2017

September 2017 Deadlines:
Membership Termination: June 9, 2017
Directory Advertising Changes/Paper Directory
Opt-Out Deadline: July 14, 2017
Product Codification: July 14th, 2017

1-800-BloomNet (1-800-256-6663)

Available Online Only

Refine Search Capabilities \$4.99 Per Facility/Per Month

There are nearly 100,000 facility listings in the Refine Search Section on the Directory Online. If you serve Funeral Homes, Nursing Homes, Hospitals and Churches you can choose to associate yourself as a preferred florist to that facility so Sending Florists can find you faster and easier.

Indicate Facilities here that you would like to list on the Directory Online:

Facility	City	State
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

For a complete list of Facilities in your area call Customer Service at 1-800-256-6663 or e-mail customerservice@bloomnet.net

Open & Delivering Sunday \$9.99 Per Month (Includes All Listings)

Make it easy for Sending Florists to find your shop for a Sunday Delivery. If you are Open and Delivering flowers on Sunday list it in the Refine Search section of the Directory Online. List all your locations for one low price!

Check Here if you want to take advantage of the Open Sunday Section.

Interactive Advertising

Your BloomNet Directory Online NEW Interactive Advertising let you really impress your fellow BloomNet Florists! Just sign up for these great services to add pictures and even video to your Directory Online Listing!

Video \$19.99/Month

Photo Gallery \$9.99/Month

City, St	Video	Photo
1.		
2.		
3.		
4.		

Video - Show viewers your one-of-a-kind products, quality service and anything else your unique business has to offer.

Photo Gallery - Post up to 8 images for a special photo gallery for everyone to see.

You must have at least a three inch ad in the city in order to upload a video.

All of the above Online Billing Starts with fi st FULL Month on being online.

Take advantage of Your BloomNet Directory Online to grow your business & profit potential with Directory Advertising

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net

How To Use BloomNet Products and Services

1. www.BloomNet.net – Log on using your shop code (with the last four zeros) and password, provided by BloomNet Technologies (“BloomLink”).
2. Select product(s) by clicking on item hyperlink.
3. Choose delivery date and quantity desired.
4. If you want to continue shopping please use that option in the shopping basket, do not click the back button. If your order is complete please proceed to checkout.
5. Please choose payment method which is outlined below, then select “Continue.”
6. On the next page please review your order and select “Complete Checkout.”

Your order has been placed successfully when you see your order confirmation number at the top of the page. Please print this confirmation page for your records.

*If you have any questions on the status of an order recently placed please wait 30 minutes, then review your BloomNet Product history or use your order confirmation number and call BloomNet Customer Service 1-800-BloomNet (1-800-256-6663). BloomNet Product history is located under Utilities on Bloomlink – www.bloomlink.net.

Product Claim Instructions and Guidelines

To file a claim for incorrect, damaged, missing product or to cancel an order, sign onto BloomLink and click on Utilities Tab.

- Click on BloomNet Products History icon on far left hand side.
- Enter in the date of the specific order that you have a question or concern about.
- Click on the BloomNet Product order that you wish to file a claim for and submit the claim.

All incoming messages are recorded electronically with a date and time stamp for your protection and will be responded to within 3 business days.

- **Hardgoods** - Submit a BloomNet Claim Form within 48 hours of delivery or non-receipt of an order to request a resolution. Issues cannot be addressed without a message being sent on the order in question.
- **Floral** - Submit a BloomNet Products Claim Form within 24 hours of delivery or non-receipt of an order to request a resolution. Issues cannot be addressed without a message being sent on the order in question.
- All product cancellations must be received the day before the item is due to ship (cancellations are not guaranteed). Any cancellation received on or after the ship date will not be honored as the product has already left the warehouse. Floral Pre-Book orders are NOT cancellable.
- **Cancellations** will be acknowledged via electronic message.
- **Non-delivery** claims will be tracked through the shipper and resolved accordingly (if signature is obtained credit will not be issued).
- **Never Refuse a Shipment** - After opening the package if there is an issue with the product, submit a claim form. If box is damaged or hot (floral only) please make a notation at signature line with carrier at time of receipt. If a shipment is refused customer is responsible for return freight charges and a 15% restocking fee.

BloomNet Products FAQ's (continued)

1-800-BloomNet (1-800-256-6663)

- All returned shipments will warrant a 15% restocking fee plus all return freight charges. Do not return merchandise prior to receiving an electronic message from BloomNet Products authorizing the return.
- Please be advised that a photo may be requested for all claims requesting a credit of \$50.00 or more. Please do not dispose of product before contacting BloomNet Customer Service.
- Final resolution of all disputes will be made at the sole discretion of BloomNet.
- All products are subject to prior sale.

Delivery Options

The delivery calendar will automatically tell you the delivery dates available depending on shipping method and availability.

Hardgood Standing Orders

- Orders are in effect for duration purchased.
- Any cancellation of a standing order may include price adjustments on previous orders already delivered.
- Cancellations are not guaranteed and requests for cancellations will be acknowledged electronically.
- Acceptance of cancellations are at the discretion of BloomNet.

Delivery Exceptions

- BloomNet orders are not delivered on weekends. Deliveries follow the same holiday schedule as FedEx and UPS.
- Orders containing multiple products may have different shipping methods. This may result in your packages arriving across several dates.
- BloomNet products are currently only available for delivery to shops in the continental United States.

Delivery Status

- If you have any questions concerning the delivery status of your order, please send a BloomLink INQR (Inquiry) message from the order in question.

Invoice Billing - Methods of Payment

- BloomNet House Account - When you click the "Complete Checkout" button to place your order, the total dollar amount will be immediately deducted from your BloomNet Direct Pay Proceeds.
- Credit Card - Select this option to use a credit card as payment (if credit card is declined you may lose reserved product). Deferred billing and billing installments are not available on Credit Card orders.

Wedding Anniversaries

Year	Traditional	Modern	Year	Traditional	Modern
1	Paper	Clocks	26		Original Pictures
2	Cotton	China	27		Sculpture
3	Leather	Crystal, Glass	28		Orchids
4	Linen (silk)	Appliances	29		New Furniture
5	Wood	Silverware	30	Pearl	Diamonds
6	Iron	Wood Objects	31		Timepieces
7	Wool	Desk Sets	32		Conveyance
8	Bronze	Linens, Lace	33		Amethyst
9	Pottery	Leather Goods	34		Opal
10	Tin, Aluminum	Diamonds	35	Coral (Jade)	Jade
11	Steel	Fashion Jewelry	36		Bone Chin
12	Silk	Pearls, Colored Gems	37		Alabaster
13	Lace	Textiles, Furs	38		Beryl, Tourmaline
14	Ivory	Gold Jewelry	39		Lace
15	Crystal	Watches	40	Ruby	Ruby
16		Silver Holloware	41		Land
17		Furniture	42		Improved Real Estate
18		Porcelain	43		Travel
19		Bronze	44		Groceries
20	China	Platinum	45	Sapphire	Sapphire
21		Brass, Nickel	46		Original Pottery Tribute
22		Copper	47		Books
23		Silver Plate	48		Optical Goods
24		Musical Instruments	49		Luxuries (any kind)
25	Silver	Sterling Silver	50	Gold	Gold

Birthstones & Birth Flowers

Month	Gems	Flower	Month	Gems	Flower
January	Garnet	White Carnation	July	Ruby	Larkspur
February	Amethyst	Violet	August	Peridot	Gladiola
March	Aquamarine	Daffodil	September	Sapphire	Aster
April	Diamond	Sweet Pea	October	Opal	Sunflower
May	Emerald	Lily of the Valley	November	Topaz	Chrysanthemum
June	Pearl	Rose	December	Blue Zircon	Paperwhite Narcissus

Helpful Information

1-800-BloomNet (1-800-256-6663)

Flowers & Their Meanings

Gardenia:
Pure heart, innocence

Heather:
Royal wedding

Striped Carnations:
Beauty, femininity

Red Carnations:
Long life, friendship

Pink Carnations:
Innocence, hope, happiness and cheer

Fern:
Trust

Red Tulips:
Love and beauty

Hydrangea:
Grace, beauty, flattery

Iris:
I love you, congratulations, it's your special day

Lavender:
Unity

Lilac:
Desire

Lily:
Purity of heart, bridal beauty, you're heavenly

Orchids:
Friendship, hope and joy

Rosemary:
Love and remembrance, good fortune in marriage, wisdom

Baby's Breath:
Pure heart, innocence

Boxwood, Ivy, Myrtle:
Royal wedding

Calla Lily:
Beauty, femininity

Chrysanthemum:
Long life, friendship

Daisies:
Innocence, hope, happiness and cheer

Pink Roses:
Grace, beauty, flattery

Red Roses:
I love you, congratulations, it's your special day

Red & White Roses:
Unity

Orange or Coral Roses:
Desire

White Roses:
Purity of heart, bridal beauty, you're heavenly

Yellow Roses:
Friendship, hope and joy

2016 U.S. & Canadian Holidays

	U.S.	Canada		U.S.	Canada
New Year's Day	Jan. 1	Jan. 1	Father's Day	June 18	June 18
Chinese New Year	Jan. 28	Jan. 28	Canada Day		July 1
Valentine's Day	Feb. 14	Feb. 14	Independence Day	July 4	
St. Patrick's Day	March 17	March 17	Thanksgiving Day	Nov. 23	Oct. 9
Easter Sunday	April 16	April 16	Veteran's Day	Nov. 11	Nov. 11
Administrative Professionals	April 26	April 26	Hanukkah	Dec. 12-20	Dec. 12-20
Mother's Day	May 14	May 14	Christmas Day	Dec. 25	Dec. 25
Victoria's Day		May 23	Boxing Day		Dec. 26
			New Year's Eve	Dec. 31	Dec. 31

Call us at 1-800-BloomNet (1-800-256-6663)
or email us at: customerservice@bloomnet.net

BloomNet Inc. herein after referred to as "BloomNet" or "BN" and the BloomNet Member florist identified herein below as "BloomNet Member," "BloomNet Florist," "BloomNet Preferred Florist," "Florist" or "Member" agree as follows:

BLOOMNET FLORISTS

BloomNet Florists must meet and maintain eight (8) basic standards criteria to qualify to be members.

1. Attractive and professional retail business location.
2. Qualified full-time designer.
3. Fresh flower inventory.
4. Commercial floral refrigeration.
5. Dedicated business phone line.
6. Provide delivery.
7. Credit worthiness.
8. Supportive and positive attitude.

BLOOMNET PREFERRED FLORISTS

BloomNet Preferred Florists must meet and maintain the above eight (8) basic standards criteria, plus the additional standards below to be preferred members and be eligible to receive 1-800-FLOWERS.COM® orders. The determination as to whether a florist has met and is maintaining the above standards is within the sole discretion of BloomNet.

APPEARANCE

1. Have a clean, attractive and inviting retail storefront.
2. Have design and display areas that are attractively and adequately decorated and merchandised, and that portray a professional image and provide a pleasant shopping experience for the customer.
3. Maintain an adequate inventory of fresh flowers, greens, plants, hard goods and other necessary items to fill any 1-800-FLOWERS.COM® order or the order of any other BloomNet Florist.
4. Use protective and attractive packaging for all floral arrangements.
5. Deliver every floral order on the scheduled date in a clean and clearly identifiable delivery vehicle.
6. Have neat and courteous personnel.
7. Provide delivery confirmation by phone or electronically.

CAPABILITIES

1. Have a monitored in-house Flower Freshness Care System to ensure optimum post-harvest life of flowers.
2. Open to receive and deliver floral orders on:
 - All major floral holidays (Thanksgiving, Christmas, Valentine's Day, Easter Sunday, Administrative Professionals'/ Secretaries' Week, Mother's Day).
 - Monday to Friday: 9:00am with at least a 3:00pm cut-off time for same-day deliveries.
 - Saturdays: 9:00am with at least a 2:00pm cut-off time for same-day deliveries.
 - Sundays: 10:00am with at least a 1:00pm cut-off time for same-day deliveries.
3. Confirm every delivery electronically via BloomLink by 7:00pm on the scheduled delivery date. In addition, provide delivery information when phone inquiries are made.
4. Have a design staff that is knowledgeable of current trends and design techniques and capable of incorporating the principles of design in all arrangements.

5. Be a member of the BloomLink sending network and be responsible for tracking all orders by BloomLink sequence numbers.
6. Have an operating facsimile machine as a backup method of order transmissions.

ATTITUDE

1. Be cooperative and willing to participate in services, sales and marketing promotions and use codified products when warranted by BN Sales Forecasts.
2. Contact BloomNet Customer Service prior to any changes of ownership.
3. Provide and guarantee the freshest flowers and superior customer service that go above and beyond our customer's expectations.
4. Guarantee the freshness of arrangements for one week.
5. Fill every order to value, according to product description and BN recipe without requiring a price change. (1-800-FLOWERS.COM® minimum order is \$24.99; however, average order price is approximately \$50.00 and all prices include up to \$7.99 charge for delivery).
6. Staff with qualified design, retail and delivery personnel who are friendly, professional and able to provide assistance and understand the nature of the floral business.

GENERAL

1. Each member is expected to reciprocate as many orders received as possible to other BloomNet Members. Sending orders to an acceptable level of reciprocation is a requirement to be considered a Member.
2. BN membership is not transferable. A Change of Ownership is the only exception to this rule for which Member must submit a written request for the transfer to BN, which is dependent upon the new owner (i) receiving approval from the BN Credit Department after submission of all required financial information and documentation, (ii) maintaining the then current standards criteria, (iii) executing the then current BloomNet and BloomLink Agreements, and (iv) complying with any and all other conditions which BloomNet may require from time-to-time.
3. Any and all debits and credits sustained against a Member's identification number will be the sole responsibility, obligation and liability of the owner of record for that membership account number.
4. Member agrees and consents that this membership shall be effective only upon the acceptance of the BN Credit Department and receipt of the fully executed BloomNet Agreement signed by an officer of BloomNet.
5. BloomNet has the right to end and terminate the membership for any reason, or no reason, by giving written notice to the Member. Termination of membership shall be effective upon the date of notification by BloomNet.
6. A BloomNet Florist may terminate their membership at any time provided the account is current and cancellation letter is received in writing by BloomNet. The letter should be signed and dated on company letterhead and sent registered mail to BloomNet Florist Relations Department. Terminations, E-mails and faxes are not an acceptable format for cancellations and cannot be processed. Each member will be liable for all monthly fees including all charges obtained until the effective date of terminations.
7. Membership applications are subject to approval by BloomNet.
8. All prices subject to change without notice.
9. BloomNet Technology (BloomLink) is the official record of notice and supersedes all previous documentation. BloomNet

Standards & Guidelines

1-800-BloomNet (1-800-256-6663)

reserves the right to amend or change the rules, rates, fees, commissions and charges now existing at any time or as in effect from time to time. Changes will be published in the next available Directory and mailed or sent through BloomNet Technology to members. Amendments or changes shall be effective on the first day of the month following publication or mailing unless otherwise indicated.

10. It is a requirement that all BloomNet Florists purchase and openly display the current Floral Selection Guide. BloomNet authorizes and encourages use of the images that are available on the BloomNet Floral Selection Guide CD to be used online. All 1-800-FLOWERS.COM® images must be approved in writing by BloomNet before being published in print or online.
11. All BloomNet Florists must display the current BloomNet window decal on their shop window or door.

CONFIDENTIAL INFORMATION

“Confidential Information” means all information relating to BloomNet, BloomLink, 1-800-FLOWERS.COM®, and its affiliates, Member Florists and their respective customers, recipients or orders, operations, finances and business, including, without limitation, technical and non-technical data, manuals, programs, sales, marketing methods, pricing, customer and recipient names addresses, phone numbers and any other information whether or not reduced to writing. BN Member shall protect all Confidential Information from unauthorized disclosure. BN Member shall not use or copy the Confidential Information, except in connection with the acceptance, sending, transmission and/or fulfillment of BN orders, and for no other purpose. Upon the termination BN Member shall promptly return to BN all materials, documents and records in any way related to the Confidential Information.

SENDING FLORISTS RESPONSIBILITIES

1. BloomNet Florists will earn a twenty percent (20%) commission on the “gross sales price” of all orders transmitted to Member Florists meeting the minimum order amount.
2. The sending florist will be responsible for any and all state or local taxes required in connection with an order and for the payment of the same to the appropriate governmental authority.
3. When sending an order, the sending florist will transmit the full dollar amount including delivery charge.
4. The sending florist will communicate to customer that the conditions where the order is to be delivered may differ and will influence the quantity and quality of orders. It is recommended to obtain second and third choices and explain substitutions may be necessary. See page 9 for a detailed review of the Substitution Guidelines.
5. Should BN determine that the sending Florist has violated any of the terms of this Agreement, or the rules, regulations and procedures of BloomNet, the sending Florist shall, upon the request of BloomNet, immediately cease sending orders.

RECEPTION OF ORDERS

1. All BloomNet Florists, as a condition of membership, agree to fill all orders at one hundred percent (100%) of full value.
2. All BloomNet Florists are required to notify sending florists immediately if substitutions are required and/or if the order can not be delivered via a reject message within an hour of receiving the order.
3. Filling florists are entitled to seventy-three (73%) of the “gross sales price” of all incoming BloomNet orders from other BloomNet Florists, and seventy-one percent (71%) of the “gross sales price” on all incoming 1-800-FLOWERS.COM® orders.

The term “gross sales price” shall mean the dollar amount of the merchandise orders transmitted during the preceding calendar month and shall not include money refunded to customers or the amount of any sales taxes or other taxes collected from customers and paid over to governmental authorities or the amount of any service, shipping or handling charges.

4. BloomNet cannot guarantee payment of any order reported in excess of ninety (90) days from the delivery date.
5. Duplicate orders reported to BN will be charged back to the reporting Florist. A duplicate charge may be assessed.
6. It is a requirement of all BloomNet florists to accept and deliver orders received over BloomLink, by FAX or over the phone. If the order meets your minimums and delivery charge specifications.

CLEARING HOUSE STATEMENT

1. BloomNet guarantees payment of all successfully delivered floral wire orders if they are reported within ninety (90) days by any BloomNet Florist listed in the current BN Directory from the time the order was delivered.
2. BloomNet statements are posted on BloomLink or about the 15th day of each month.
3. Florist agrees to pay BN on or before the 25th day of each month for all monies (less commission) collected as a sending Florist.
4. A monthly membership fee is charged to all BN Florists, including advertising, plus any additional services, if applicable.
5. Disputes and requests for credits on an order received from 1800flowers.com must be submitted to floriststatementinquiries@1800flowers.com on an order received from another BloomNet Florist disputes must be submitted to customerservice@bloomnet.net within (30) days of receipt of the statement in question.
6. In the event that any Florist does not pay in full the current statement balance by the 25th day of month, a late fee of \$59.99 will be applied once a month until the account becomes current. There will also be a charge of (8%) per month on any past due balance on the following months statement.
7. Checks returned by the bank will incur a \$35.00 service charge on each item and BN membership may be subject to cancellation.
8. Payment by Credit Card is accepted. All credit card transactions are subject to the current Interchange Rate at the time of processing. Rates are subject to daily fluctuation and card type used. For payments above \$10,000, please contact BloomNet’s Credit Department at 1-800-256-6663 ext 7730.

AUTHORIZATION

BloomNet Member hereby expressly authorizes BloomNet, 1-800-FLOWERS.COM®, Inc. and/or its affiliates to, at the option of any of them, deduct and retain from and fees or commissions due BloomNet Member, any and all fees, charges, interest or penalties due to BloomNet, 1-800-FLOWERS.COM®, Inc. and/or its affiliates, including, but not limited to, (i) franchise fees (if over 60 days past due), (ii) marketing fees and co-op advertising fees due CONROY’S, INC., (iii) rent payments on Shop location(s), (iv) all fees due under the Bloomlink System Agreement, (v) all fees due St. Claire Floral Co., Inc. for product purchased, and (vi) any fees or other charges due 1-800-FLOWERS.COM®, Inc. and its Affiliates under any other agreement that exists between 1-800-FLOWERS.COM®, Inc. and/or its Affiliates and OPERATOR.

DIRECTORY

The current published directory is to be considered the system of record and all information should be reviewed and kept up-to-date with

BloomNet Publications. All BloomNet Florists are entitled to be listed, free of charge, in the city/town or area where their shop is physically located. A Member may choose to advertise their shop in additional cities/towns or areas they service. These listings are referred to as "Extra Listings" for which the Member shall be charged. Florists will be codified with their minimum pricing, product codification, delivery charges and other basic shop information, such as address and phone number. Florists also have the option to purchase additional advertising, such as display ads, expanded listings and color ads.

ERRORS, OMISSIONS, AND DISPUTES

It is requested that all BloomNet Members attempt to settle any differences regarding the dissatisfaction of the delivery, quality and value of any order between the two Members involved. In the event that the Members fail to agree on a settlement and the Members turn over disposition to BloomNet, the decision made by the BloomNet Customer Service Department shall be binding and final upon all parties. Any request for adjustments must be made within thirty (30) days of receipt of the statement on which the order appears. Any errors or omissions on the BloomNet Statement must be reported to BloomNet within 30 days of the statement date. After 30 days, the statement will be considered accurate and BloomNet is not liable for errors or omissions.

SUSPENSION AND TERMINATION

A BloomNet Florist may terminate their membership at any time provided the account is current and cancellation letter is received in writing by BloomNet. The letter should be signed and dated on company letter-head and sent registered mail to BloomNet Florist Relations Department. Termination by E-mails and fax are not an acceptable format for cancellations and cannot be processed. Termination shall become effective only when the Florist's listing is removed from the BloomNet Directory. BloomNet Florist shall be responsible for all applicable membership dues and fees during this time period. Florist is expected to fulfill orders from BloomNet and other member Florists until cancellation becomes effective. Florists are subject to a \$99.00 final statement preparation charge and the account will go into an automatic hold status for 120 days to allow reporting of any orders by sending and receiving Florists. BloomNet, at its sole discretion, may elect to accelerate the Termination process of a BloomNet Member by immediately billing any or all of the monthly services and products due BloomNet including, but not limited to hardware, software, member fees, publications, directory charges, advertising, listings, product purchases, and license fees, and any and all other charges and fees which may be due. BloomNet reserves the right to suspend, cancel or terminate membership at any time for any reason, including, but not limited to, due to delinquency of payment and/or non-compliance with terms and conditions of this Agreement and the then current rules, regulations and procedures of BloomNet, as same may be modified from time-to-time.

CHANGE OF OWNERSHIP

It is the responsibility of all BloomNet Members to notify BloomNet of any change regarding ownership of the Member's business. It is expressly understood that the membership, along with all rights and privileges thereto, shall not be assigned and are non-transferable. Both the Member and the owner of record are and shall be responsible for any and all fees, charges, or other liabilities related to the code number assigned to the Member Florist.

INDEMNIFICATION

BloomNet Member shall defend, indemnify and hold harmless BloomNet, 1-800-FLOWERS.COM® and its affiliates, and their respective officers,

directors, agents and employees, from and against any and all loss, cost, expense (including reasonable attorney's fees), claims, damages, and liabilities, however caused, resulting directly or indirectly, from or pertaining to, BloomNet, 1-800-FLOWERS.COM® and its affiliates acts, omissions, and/or performance hereunder.

RELATIONSHIP OF THE PARTIES

BloomNet Member is and shall remain an independent contractor and shall have no right to bind BloomNet, BloomNet Member shall not transact business in the name of BloomNet, 1-800-FLOWERS.COM®, or any of its affiliates, unless expressly permitted to do so otherwise as evidenced in writing signed by an officer of BloomNet and 1-800-FLOWERS.COM®.

TRADEMARKS

Except as expressly pre-approved in writing signed by an officer of BloomNet and 1-800-FLOWERS.COM®, BloomNet Member shall not use the tradenames, service marks, trademarks, copyrights or other identifying marks of BN and 1-800-FLOWERS.COM®, or its affiliates, or any telephone numbers or internet domain names similar to 1-800-FLOWERS (collectively the "Marks") in any manner whatsoever. At all times the Marks are and shall remain the sole property of 1-800-FLOWERS.COM® and its affiliates and BloomNet Member shall not use any trade names, service marks, trademarks, copyrights, telephone numbers or internet domain names similar to the Marks or take any action to interfere with the Marks.

NO REPRESENTATIONS

BLOOMNET MEMBER ACKNOWLEDGES AND AGREES THAT NEITHER BLOOMNET, 1-800-FLOWERS.COM®, NOR ITS AFFILIATES HAVE MADE ANY PROMISES, REPRESENTATIONS OR WARRANTIES TO BLOOMNET MEMBER CONCERNING THE EXTENT TO WHICH BLOOMNET MEMBER MAY BENEFIT FROM THIS AGREEMENT OR THE ORDERS WHICH IT MAY RECEIVE HEREUNDER. NO GUARANTEES OR ASSURANCES ARE MADE TO BLOOMNET MEMBER WHATSOEVER. BLOOMNET FLORIST ACKNOWLEDGES THAT IT IS AND HAS BEEN ENGAGED IN THE RETAIL FLOWER BUSINESS PRIOR TO ENTERING INTO THIS AGREEMENT AND THAT IT WILL RECEIVE NO MARKETING, TRAINING OR OTHER SUBSTANTIAL ASSISTANCE FROM BLOOMNET, 1-800-FLOWERS.COM® OR ITS AFFILIATES WITH REGARD TO THE OPERATION OF ITS BUSINESS OR ITS OBLIGATIONS HEREUNDER.

INJUNCTIVE RELIEF

BloomNet Member recognizes the unique value and reputation attached to the Marks and agrees that any non-compliance with the terms of this Agreement will cause irreparable harm and damage. BloomNet Member therefore agrees that in the event of such non-compliance, BloomNet, 1-800-FLOWERS.COM® and its affiliates shall be entitled to both temporary and permanent relief in addition to any other legal and equitable remedies.

GOVERNING LAW & VENUE

This Agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to conflict of laws principals. Venue for the purposes of any action brought in connection with or arising out of this Agreement shall be placed in the applicable Supreme Court or Federal District Courts sitting in Nassau or Suffolk Counties, New York, and the parties hereby submit to the jurisdiction of said courts.

Highest Advertised Rebate In The Industry!

bloomnetSM

World-Class Florists Worldwide Delivery

**Increase Your Shop's Profitability
With The Highest Rebate In The Industry**

\$5.00 Per Order

For 20 Orders or More

Sent Per Month From Order #1

\$3.00 Per Order

With 1-19 Orders

Sent Per Month

- ✦ **No Minimum Order Requirement on Outgoing Orders Per Month**
- ✦ **No Minimum Dollar Amount Per Month To Qualify**
- ✦ **No Monthly Cap on Total Number of Outgoing Orders**
- ✦ **Rebate Credited to Current Monthly Statement**
- ✦ **Earned rebates are paid on the last day of the month for those accounts that are current on the statement due date.**

1.800.BloomNet

(1.800.256.6663)