



teleflora.

Benefits of Membership

800.421.2815

www.MyTeleflora.com

teleflora®



Who we are

Teleflora is the world's largest floral services and products company. Headquartered in Los Angeles, California, we have approximately 20,000 member florists throughout the U.S. and Canada with an additional 20,000 affiliated florists outside North America.

Teleflora offers industry-leading floral arrangements and gifts, technology, and marketing and education services through its extensive member florists' network and websites, including www.MyTeleflora.com and www.stemsandbunches.com. The company offers florists fast, convenient and high-quality flowers and keepsake products.

Teleflora is committed to helping the world send its heartfelt messages, across town or across country, through the welcome gift of flowers. We partner with the most experienced and highest quality neighborhood florists, and our bouquets are available for same-day delivery and always beautifully designed, hand-arranged and hand-delivered right to the recipient's door step.

Teleflora is dedicated to creating sales for these floral business entrepreneurs through innovative marketing, merchandising and technology and we work hand in hand with our florists to be sure that they have the products and tools to grow their business profitably and sustainably.



Teleflora Membership Benefits

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The Dove Network®

The Dove Network has rapidly grown to 20,000 shops and is by far the fastest-growing, most reliable and most cost-efficient system in the industry. There is no better way to create a permanent record of every order. And sending is always FREE.

Superior Coverage

- Largest communications networks and best coverage in the industry.
- More orders are sent over Dove than any other system. Orders can be sent/received 24 hours a day.
- Shops can choose preferred florists.

Maximum Reliability

- Maximum uptime, even during the busiest holiday periods.
- Three host computers in two separate locations.

Unparalleled Support

- Teleflora has the largest number of technical professionals in the industry.
- Excellent availability and extended tech support hours.

Cost-Effective

- Dove costs less than using the phone.
- Software and upgrades available free of charge.
- Sending orders is free.
- Follow-up messages with receiving florists are free.
- Charges are minimal for received, canceled or confirmed orders.

Easy to Use

- Menus are easy to read and understand.
- Sending, receiving and reporting are fully automated.
- Seamless integration with Teleflora's other technologies.

Time-Saving Features

- Dove is faster and more efficient than using the phone.
- Order-taking is easier and more accurate with:
 - ZIP code maps.
 - Hospital and funeral home lookups.
 - Easily accessible FSG and codified product info.
 - Shorthand codes for common phrases in cards.

Rebates

Teleflora cash rebates raise your bottom line

As a Teleflora florist, you can earn valuable bonus profits on outgoing orders with Teleflora's guaranteed Cash Rebate Program. This revenue adds up fast and can be spent any way you choose – from improving your shop to taking a needed vacation.

# OF TELEFLORA ORDERS	REBATE	TELEFLORA FLORISTS CAN EARN THIS MUCH EACH MONTH
200+	\$4.00/order (from order #1)	\$800+
20 to 199	\$3.00/order (from order #1)	\$597

It's easy to qualify

- The Teleflora Rebate is paid on outgoing orders greater than \$30.00 reported on your monthly statement.
- Statement cutoff is the 5th of each month. Any incoming order reported received by Teleflora after that date will automatically be reported on the following month's statement.
- To qualify for the Teleflora Rebate, full payment on account must be received by Teleflora on or before the 25th of each month.
- You will receive \$3.00 per order from order #1 if 20 through 199 orders are reported on your monthly statement. Teleflora will mail your check on or about the 26th of the month.
- You will receive \$4.00 per order from order #1 if 200 or more Teleflora orders are reported on your monthly statement. Teleflora will mail your check on or about the 26th of the month.

To become a Teleflora member, or for more information, visit MyTeleflora.com or call us at 800.421.2815.

Clearinghouse Statement

Getting to know your Clearinghouse.

Teleflora has grown to be the most robust floral wire service in industry history. Each year, Teleflora florists generate the most orders in the industry, which can add up to major profits for you. We guarantee each financial transaction sent through the Teleflora network completely, and additionally provide quality assurance and generous cash rebates.

This page explains the categories on the Account Summary section of the statement, where details of account activity, and confirmation of product orders and co-op insertions, and additional information on selected Teleflora products and services can be found. View your statement online – visit MyTeleflora.com.

It's easy to read your Clearinghouse statement.

Previous Balance:

The amount, if any, you owed last month.

Payment Activity:

Your check(s) received by Teleflora, refund payment mailed to you or any rebate applied to Clearinghouse.

Customer Credits:

Any miscellaneous credits to your account.

Credit Card Summary:

Any credit card transactions and/or fees applied to Clearinghouse.

National Marketing/Teleflora.com Orders Received:

The net amount (80% minus 7% Clearinghouse fee) of the orders you receive from Teleflora.com and other Teleflora national marketing efforts is credited to you.

Orders Received:

The net amount (80% minus 7% Clearinghouse fee) of the florist-to-florist order you receive is credited to you.

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.

Member Statement Page 1 of 19

teleflora.
Call us at (800) 421-2815
if you have any questions

Member Number 00-000000	Statement Month October 2004	Statement Period October 6 - November 5
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8 200 4 44 0 987 37934313 ps
Anytown Florist
100 Main Street
Anytown, USA 99999

Remember to check the back page for
IMPORTANT MEMBER INFORMATION

Account Summary

Previous Balance.....	\$
Payment Activity.....	
Customer Credits.....	
Credit Card Summary.....	
National Marketing/Teleflora.com Orders Received.....	
Orders Received.....	
Orders Sent.....	
International/Home Office Orders Received.....	
International/Home Office Orders Sent.....	
Membership Services.....	
Stems&Bunches.....	
Teleflora Products.....	
Co-op Advertising.....	
Teleflora Technologies.....	
Publications.....	
Dove and Member Directory Advertising.....	
Financial Services.....	
Other Member Services.....	
Amount Due You by Teleflora.....	\$

Order Activity Summary

	Current Month's Orders	Current Month's Gross	Year-To-Date Orders	Year-To-Date Gross
Received	36	\$	523	\$
Sent	99	\$	1,205	\$

Teleflora Payment Coupon

Member Name Anytown Florist	Member Number 00-000000	Statement Month October 2004
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Amount Enclosed:

teleflora.
PO BOX 60910
Los Angeles CA 90060-0910

Please note your Member Number on your check and enclose it with this portion of your statement. Please do not staple your check. Thank You.

International/Home Office Orders Received:

The International orders you receive from the Teleflora Home Office.

International/Home Office Orders Sent:

The International orders you send to the Teleflora Home Office.

Membership Services:

The monthly membership fee for Teleflora services.

Stems&Bunches:

A cost summary of flowers you ordered through Stems&Bunches, including any handling and shipping charges.

Teleflora Products:

The costs of products, including any handling or shipping charges. When placing a product order, you may choose to have products billing spread over three months.

Co-op Advertising:

Your shop's share of the cost of participating in co-op ads.

Teleflora Technologies®:

A summary of Teleflora Technologies' services, including Dove fees, software maintenance and Internet fees.

Publications:

Any publication you subscribe to such as *Flowers&*, *Flowers and Profits*, *The Retail Florist* or *Floral Finance*.

Dove and Member Directory Advertising:

Directory advertising charges appear in this section.

Financial Services:

Any loans or installment payments.

Other Member Services:

All other services appear in this section.

Amount Due You:

The total amount due to you, or for debit balances the amount due to Teleflora.

Order Activity Summary:

Monthly and year-to-date order activity is summarized here. 100% of the order amount is shown. See the order sections for net amounts.

Credit Card Processing

Teleflora's 0% credit card plans 0% rates = 0% unpleasant surprises

What you see is what you get with Teleflora's 0% Credit Card Plan. It's straightforward, created exclusively for florists to provide them with the benefits they need, at minimal cost. With no hidden fees, obligations or hassles. Not only that, we offer a plan for every florist and a variety of payment options. Nobody can beat our services or our prices.

Before You Choose a Credit Card Processor, Check Out These Facts.

Fact:

Many credit card processors attract customers with a low introductory rate and then surprise them with hidden fees or regulations.

Fact:

In the floral industry, 80% of credit card transactions are conducted by phone (i.e., the credit card is not physically present during the transaction). Higher rates often apply to these keyed transactions.

Ask for the company's "non-swiped" or "keyed" rate. The low rate promised probably does not apply.

Fact:

Teleflora Credit Card Processing Service offers the same low rate whether the card is swiped or keyed through your terminal.

*Call 800.421.2815
to get started now!*

TELEFLORA'S CREDIT CARD PROGRAM OFFERS:

- NO** Annual Fee
- NO** Fee per Chargeback
- NO** Fee per Voice Authorization
- NO** Fee per Retrieval
- NO** Minimum Contract Term
- NO** Monthly Minimum Discount
- NO** Fee per ACH Deposit
- NO** Fee to Change Banks

FREE ANALYSIS

- Let us offer you a free personal Credit Card Processing Analysis.
- We are confident that Teleflora's Credit Card Processing Service is the best choice for your business.
- Contact a Customer Service Representative today.

Technologies

teleflora.com

Teleflora.com is our way of giving member florists the opportunity to compete online with large order-gathering gift sites.

Teleflora.com helps you compete by:

- Driving customers to floral purchases by spending millions of dollars on national advertising.
- Offering flower-buying customers a beautiful website with a great shopping experience.
- Giving customers an alternative to placing orders online with large order-gathering gift sites.
- Helping keep business in the industry; the only website in the floral industry that does not drop-ship products. We only sell flowers hand-arranged and hand-delivered by local florists.
- Compelling advertising highlights the beauty and artistry of hand-delivered arrangements.
- Customers enjoy the fact that their order is being handled by a local florist they can trust.

Teleflora eFlorist and find a florist

Teleflora's unbeatable combination for increased 100% orders.

eFlorist

Teleflora florists everywhere are taking advantage of the eFlorist Program™ – the industry's leading web hosting and marketing program. That's because it offers a number of benefits you can't find anywhere else.

- **It's profitable.** With our free merchandising tools, site customization and custom email campaigns to your customers, we help you get more orders.
- **It's affordable.** The industry's best value. For a nominal development fee and low monthly maintenance, you get a professional e-commerce site, with your own web address, that is ready to take online orders, 24 hours a day, 7 days a week.
- **It's easy.** Just pick from one of our 60 design templates. From there, we do all the work – from development to regular maintenance, including year-round product updates.



We'll drive orders to your website.

Over 225,000 flower buyers a month log on to findaflorist.com, Teleflora's industry-leading online florist directory. Here's what this means for florists everywhere.

- 100% orders for eFlorists. findaflorist.com links directly to eFlorist websites.
- Thousands of orders. Orders that might have been lost to competitors with non-floral products to sell. Great for retail florists – and the industry.
- A valuable marketing opportunity. Each new online order brings you a new customer.

Learn more about how an eFlorist Program™ website and findaflorist.com listing can help improve your shop's image and increase your 100% orders.

*Visit MyTeleflora.com
or call 800.421.2815*



Now with DovePlus, you can send orders via your high-speed Internet connection.

Join the thousands of florists who have discovered DovePlus – Teleflora's Internet-based Dove Network. Instead of software stored on your computer, DovePlus is accessed via your high-speed Internet connection, at www.doveplus.com. That means orders are sent and received over your high-speed Internet connection instead of the phone line. You'll be able to send and receive orders faster using the same basic functionality, while accessing a host of new high-tech advantages! You'll also save as much as \$50 a month on phone bills.

Point-of-Sale Systems

Streamlining your business so you have more time to do what you love.

Teleflora has brought together the industry's best technology products to help you get out from under tedious, time-consuming paperwork and back to your real job – designing flowers. Today, Teleflora Technologies offers four state-of-the-art point-of-sale (POS) solutions:

- Teleflora's Dove POS™
- Teleflora's Eagle POS System
- Teleflora's Daisy POS System
- Teleflora's RTI® Total Shop Management System

Each of Teleflora's POS systems is designed to automate all your transactions and help you increase productivity and profitability, and raise the bar on customer satisfaction.

Grow your business with effective marketing programs.

Each Teleflora POS system is designed to help you build relationships with your customers and increase your sales with high-impact marketing programs. Every time you take an order, you automatically build your customer database. You can use this valuable information to target particular customer segments and to create customized direct mail campaigns. And with the ability to track promotions, you'll know the effectiveness of your efforts instantaneously.

Reduce costs, increase efficiency.

Since every shop is unique, we offer a variety of time-saving applications to help you take care of business your way. Analyzing sales and purchasing, tracking orders and accounts, reconciling orders, managing deliveries and handling billing have never been easier. With a Teleflora POS system, you can do all of that and more – automatically! With our extensive range of systems, we guarantee we have the right solution to meet your needs today, tomorrow and down the road, regardless of shop size.

We make it easy.

Software. Hardware. Service. Support. All from one reliable source – Teleflora Technologies, the industry's leading technology company. We have the experience, the tools and the technology you need to grow your business. And we'll take care of everything from start to finish. We'll help you choose the right Teleflora POS system for your shop. Our first-rate staff will install the system and train you and your employees onsite. We'll provide you with all the tech support you need, when you need it. We'll even finance the transaction and

consolidate it into your Clearinghouse statement. Just give us a call and we'll go to work for you immediately.

Take a look at our POS systems and we're sure you will find the perfect fit.

- **Dove POS™** – The industry's most popular and most affordable Windows®-based POS system. Featuring simplified order entry, effective marketing tools, and automatic billing and sales analysis, Dove POS is designed to help your business flourish while saving you time and money.
- **Eagle** – Full-featured, widely accepted POS system designed for mid-range shops. A Windows-based product with every feature you will need to manage your shop.
- **Daisy** – The industry's original floral management system used by florists throughout the United States and Canada.
- **RTI®** – Designed for high-volume and/or multi-store operations. RTI is the industry's premier solution for larger shops.

Teleflora Technologies contact information

Dove POS

866.444.3683

Eagle Point-of-Sale

800.237.7673

Daisy Point-of-Sale

888.324.7963

RTI Point-of-Sale

800.621.8324

DovePlus

800.720.9410

24 HOUR FLOWERS

*Selling flowers
around the clock.*

This convenient, affordable service keeps you from losing valuable orders when you are unable to answer your phone. No more late-night hang-ups, no more profitable sales going to a competitor.

Our trained consultants know your shop and your products and represent your business in a professional manner that customers appreciate. Rather than reaching an answering machine, they are able to talk to a real live person. This helps you maintain your bond with them and lets them know that you care about them and value their business.

Easy to use, hassle-free

When you are too busy to answer your phone, or are at home or away on vacation, simply contact Teleflora's 24 Hour Flowers – then relax. You know that your shop is in good hands 24 hours a day, 7 days a week.

Fringe benefits

Our consultants are also trained to increase your profits with add-on gifts and more deluxe versions of your bouquets. They send all orders to you via the Dove Network® so you can fulfill them when you are able.

Call 866.474.7347 for more information.



Advertising

Teleflora Co-op

puts Teleflora ads to work for you.

Teleflora invests millions in national advertising in publications including *SmartSource* and *redplum* coupon sections, *USA WEEKEND*, *Martha Stewart Weddings* and *The Knot*. By participating in our co-op advertising program, you can launch your own major ad campaign.

What is co-op advertising?

- It's an affordable way for you to advertise and promote sales during key holiday periods in prominent national publications and coupon vehicles for only a fraction of the true cost.
- The value of these annual advertisements is more than \$55 million. Each placement reaches anywhere from 23 million to 68 million consumers!

The most cost-effective advertising you can buy.

For a nominal fee, you can create enormous impact for your shop. Customers in your area will see your name in a professionally produced ad. To assure maximum readership, we secure premium positioning in every publication.

Target the right customers – at the right time.

Our ads typically appear the week prior to the holiday – right when holiday purchases are on customers' minds. They can't miss you!

Teleflora coupons – drive even more consumers to your shop.

Coupons in all holiday co-op advertising are reimbursed to you in full when you participate in co-op advertising. Only participating shops in our co-op program are able to redeem coupons for the stated value.

We do the work. You get the sales.

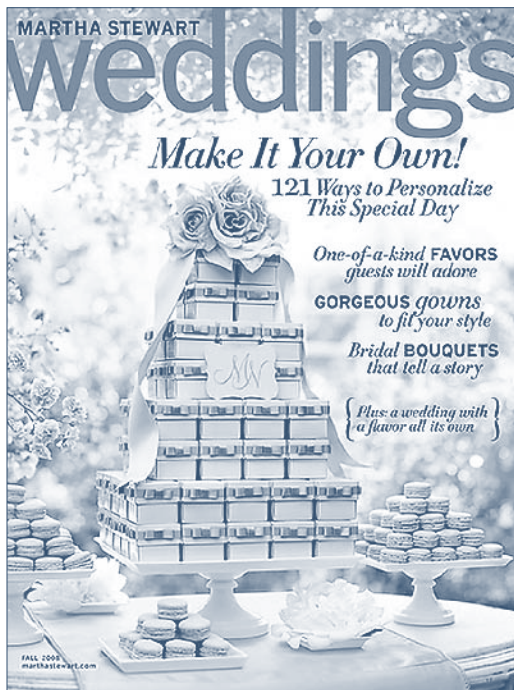
Once you sign up for the Teleflora co-op advertising program, we produce the ad and place it, so that you can focus on the business of running your shop. Couldn't be easier.

Superior coverage.

- Our print advertising program includes exposure in *USA WEEKEND*, *redplum* and *SmartSource* – a circulation of over 150,000,000 readers!
- Our bridal co-op program runs year-round in premier publications such as *Martha Stewart Weddings* and *The Knot*.
- Our ads are placed in premium positions during major holidays – Valentine's Day, Professional Secretaries Week, Easter, Mother's Day, Father's Day, Halloween, Thanksgiving and Christmas.
- In addition to these high-readership print vehicles, Teleflora purchases TV time at Valentine's Day, Mother's Day and Christmas.

Don't let even one more holiday go by without the selling power of Teleflora co-op advertising.

Call 800.333.0205 and get on board today!



honor mom with the teleflora difference.

Hand-arranged bouquet of roses, lilies, and hydrangeas. Hand-delivered bouquet by gift card.

Mom's Easterly Blessings by Teleflora

teleflora.com

Must be in the US by May 15.

For nationwide same-day delivery, contact your participating Teleflora florist or shop online.

<p>Atlanta</p> <p>Atlanta, GA: 404.525.1234</p> <p>Atlanta, GA: 404.525.1235</p> <p>Atlanta, GA: 404.525.1236</p>	<p>Boston</p> <p>Boston, MA: 617.552.1234</p> <p>Boston, MA: 617.552.1235</p> <p>Boston, MA: 617.552.1236</p>	<p>Chicago</p> <p>Chicago, IL: 773.555.1234</p> <p>Chicago, IL: 773.555.1235</p> <p>Chicago, IL: 773.555.1236</p>	<p>Denver</p> <p>Denver, CO: 303.555.1234</p> <p>Denver, CO: 303.555.1235</p> <p>Denver, CO: 303.555.1236</p>	<p>Los Angeles</p> <p>Los Angeles, CA: 213.555.1234</p> <p>Los Angeles, CA: 213.555.1235</p> <p>Los Angeles, CA: 213.555.1236</p>	<p>Miami</p> <p>Miami, FL: 305.555.1234</p> <p>Miami, FL: 305.555.1235</p> <p>Miami, FL: 305.555.1236</p>	<p>New York</p> <p>New York, NY: 212.555.1234</p> <p>New York, NY: 212.555.1235</p> <p>New York, NY: 212.555.1236</p>	<p>Phoenix</p> <p>Phoenix, AZ: 602.555.1234</p> <p>Phoenix, AZ: 602.555.1235</p> <p>Phoenix, AZ: 602.555.1236</p>	<p>Portland</p> <p>Portland, OR: 503.555.1234</p> <p>Portland, OR: 503.555.1235</p> <p>Portland, OR: 503.555.1236</p>	<p>San Francisco</p> <p>San Francisco, CA: 415.555.1234</p> <p>San Francisco, CA: 415.555.1235</p> <p>San Francisco, CA: 415.555.1236</p>	<p>Seattle</p> <p>Seattle, WA: 206.555.1234</p> <p>Seattle, WA: 206.555.1235</p> <p>Seattle, WA: 206.555.1236</p>	<p>Wash. DC</p> <p>Washington, DC: 202.555.1234</p> <p>Washington, DC: 202.555.1235</p> <p>Washington, DC: 202.555.1236</p>
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Check How and Save \$10

teleflora.com

*holiday

*year round

Direct Mail

Direct mail sells your customers where they live and work

Addressed to home or office, these professionally prepared sales pieces allow customers to browse at their leisure. No hard sell, just some hard facts about great gifts for now – and occasions in the future.

Best of all, direct mail costs less than any other form of advertising.

Do your shop a favor – put Teleflora Direct Mail to work for you now!

Direct mail components:

- Calendars
- Mini-Guides
- Postcards
- Statement Stuffers

Call 800.421.2815 to order today!



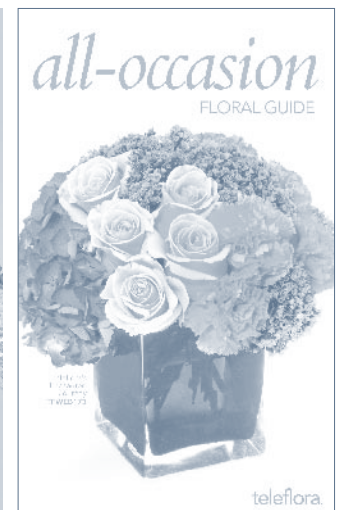
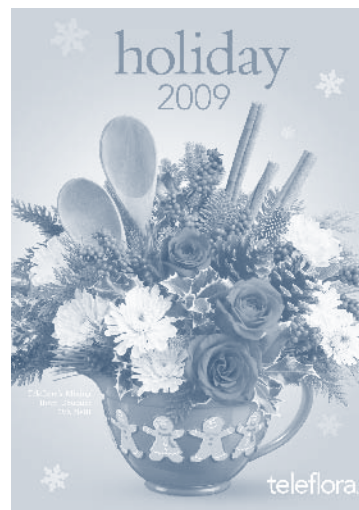
JANUARY
Designed: TIFF CRAIG'S BUILT UP THE BALL
 08/29/09

December 2009
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

January 2010
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SUN	MON	TUE	WED	THUR	FRI	SAT
					4 New Year's Day	5
3	4	5	6 Martin Luther King Jr. Day	7	8	9
10	11 Mardi Gras	12	13	14	15	16
17	18	19	20	21	22	23
24						31
30	25	26	27	28	29	30

teleflora.



Directory/Dove

The industry's biggest directory offers big opportunities to increase orders.

Teleflora's Member Directory/Dove generates millions of orders for retail florists each year. Mailed quarterly, the directory provides up-to-date, easy-to-find Teleflora member listings throughout the United States, Canada and the world.

Directory/Dove advertising is the key to increasing inbound orders and profits, providing you with the opportunity to call attention to your product or service at the critical time when the sending florist is actively looking in your area and prepared to send you an order.

To get the most out of your Directory and Dove Network advertising, it is essential to keep the information about your shop current. This helps to ensure that all orders you receive can be processed quickly and correctly, leading to satisfied customers and repeat business.

Display/Card Ads

Showcase your shop with a card ad in Teleflora's Member Directory and display ad on Dove.

Showcase your shop with a display ad in Dove and DovePlus™ and a card ad in the print directory. Located under your city heading before the "Resident Listings" in the print directory (and under the "Featured Florists" section on the right side of the Dove screen) and designed especially for you by Teleflora's Directory Services, a display/card ad is your chance to make your shop stand out.

A display/card ad is your opportunity to promote your shop's style and highlight some of the services that make you special, such as:

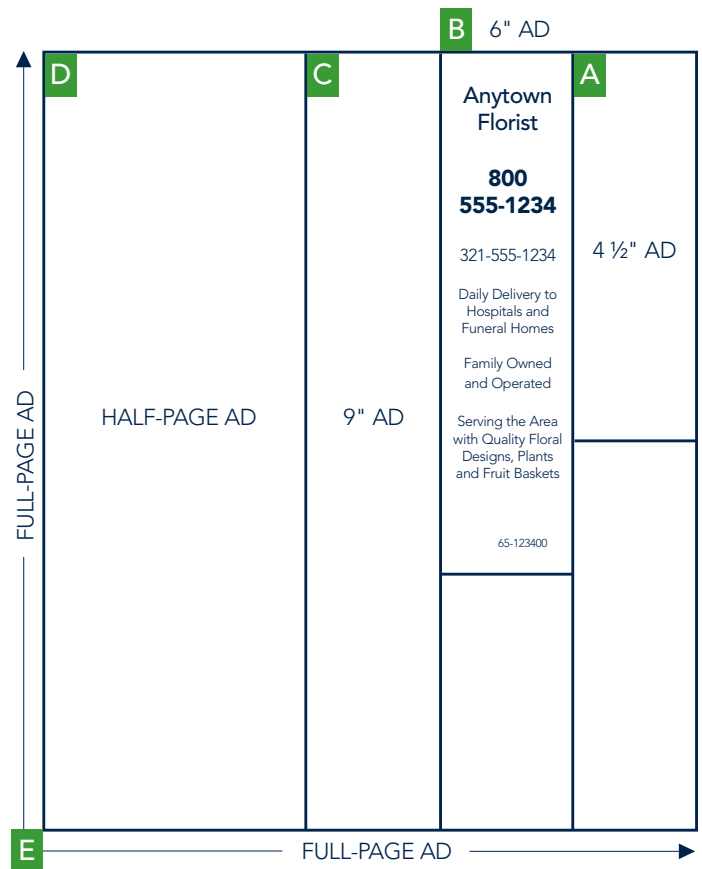
- Shop hours and toll-free number
- Unique products or services you offer
- Number of years in business
- Delivery area and special facilities you service
- Design awards or certifications
- Your email address and fax number*

*can only be added to card ads and expanded listings.

Ad Sizes:

Choose from a variety of sizes:

	A.	4 ½"	\$65
	B.	6"	\$75
	C.	9"	\$110
	D.	Half Page	\$300
9	E.	Full Page	\$450



Note: Monthly rates shown.
Ad set-up fee: \$25
Ad changes: \$15

Colors. Choose black and white or ADD RED TO YOUR CARD AD FOR JUST \$25.00 MORE (print directory only).

800# Listing. FREE! No additional charge for including your toll-free number in your display/card ad.

Logo. When including your logo, business card or art in your ad, provide either digitally or a camera-ready printout. (Please do not staple or cover with tape and do not fax.)

FREE – Bold Red Dove Listing. Order a card ad in the print directory that's 6" or greater and your Dove listing will appear in bold red type at no extra charge!

Upgrade. Increase the visibility of your "Also Served By" and Extra Listings by upgrading to an "Also Served By" or Extra Listings display/card ad, which will be prominently displayed following the "Also Served By" or city heading.

To place a card ad in the member directory, call 800.421.2815.

Marketing and Merchandising

Teleflora Keepsakes

Teleflora's celebrated keepsake products help to create more demand for flowers, inspiring customers to visit your shop for the unique bouquets that only you, a Teleflora florist, can offer.

Using advanced marketing research techniques, we design a complete line of new products for the following nine major holidays and five important everyday occasions:

HOLIDAYS	EVERYDAY
Valentine's Day	Birthday
Easter	New Baby
Professional Secretaries Week	Anniversary
Mother's Day	Get Well
Father's Day	Sympathy
Grandparents Day	
Halloween	
Thanksgiving	
Christmas	

To make sure you have something to attract every customer – from those on a budget to the upscale buyer – we cover a full range of styles and price points. We also keep our product line fresh and exciting through exclusive licensing agreements with well-known artists and properties, a benefit greatly valued by consumers.

They see our unique, high-quality collectibles advertised and know that to purchase them they must visit their local Teleflora florist.

Marketing Kits

As a benefit of membership, Teleflora product buyers receive complimentary Teleflora Marketing Kits. These kits provide you with the latest marketing tools to help you promote your shop for some of the year's biggest floral holidays.

- Valentine's Day, Easter and Professional Secretaries Week
- Mother's Day, Father's Day and Everyday
- Halloween, Thanksgiving and Christmas

Teleflora's Floral Selection Guide

This indispensable reference source sets a whole new standard for the entire industry. Spectacular yet practical, it contains over 200 pages of stunning bouquets for all occasions, created by the world's finest designers. You'll find every size, every price, every possibility to make choosing flowers a truly beautiful experience.

Teleflora showcases the best in floral industry subscription-based publications. From specialty market guides to an award-winning design magazine, you're sure to find the resource you need to maximize profits.



Education

We are the industry leader in providing floral education.

Two Ways to Grow as a Teleflora Florist

Teleflora is committed to helping you grow both personally and professionally. That's why we offer two wonderful resources for florists: The Teleflora Education Center and the Arts & Education Program (aka The Unit Program).

Teleflora's Education Center

Teleflora is proud to offer the industry's only professional education center for florists. Classes are taught in Oklahoma City by some of the industry's leading floral designers, and can teach you more about floral design, shop management and marketing strategies than you ever thought possible.

Classes cover a wide range of material, from mechanics and pricing to merchandising.

To learn more about Teleflora's Education Center schedule, log on to MyTeleflora.com or call 800.456.7890.

Arts & Education Program

With 43 Units nationwide, Teleflora's Arts & Education Program offers florists a unique local opportunity to learn the latest in design and business techniques from members of the industry's top team of designers and presenters.

To learn more about Teleflora's Arts & Education Program, log on to MyTeleflora.com or call 800.321.2654.

Resources

MyTeleflora.com

MyTeleflora.com is the best place for you to:

- Get up-to-date information on Teleflora products and services.
- Check the status of your keepsake orders and track your shipment.
- Check your Clearinghouse and credit card statements.
- Find out about upcoming education and Unit Program events.
- Learn about special Teleflora promotions.
- Research ways to improve your business using a wealth of archived floral magazine articles.
- Purchase clearance products.

You'll find MyTeleflora.com is:

- Easy to use – just visit www.MyTeleflora.com.
- Convenient – access information from anywhere, at any time, without having to wait.
- Useful – learn about Teleflora products and promotions, update your eFlorist website, keep up to date on the latest industry information.

Our publications

Flowers®

Teleflora's own magazine featuring the latest design and business information and trends for the floral industry.

Flowers and Profits®

Each issue comes packed with money-saving and moneymaking tips and strategies on the most important issues facing your shop.

Floral Finance®

Gives you the power to take control of your shop's bottom line by giving you sound business tips in each issue.

Retail Florist

Shares florists' tips that save time, bring new customers to your shop and make money!

MyTeleflora News

Your newsletter, your stories! Arrives monthly, with your Clearinghouse statement.

For more on publications, log on to MyTeleflora.com or call 800.321.2665.

JUNE 2009

myteleflora

{news}

teleflora hits the airwaves
ready for a close-up!

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What is stems&bunches?

stems&bunches is a free online premium fresh flower program designed especially for our Teleflora members.

This service features fresh-cut flowers from the world's best growers at the click of a button, directly from the fields to your shop quickly and at competitive prices.

How does it work?

Our service enables large and small shops alike to benefit from the cost efficiencies and product availability of buying directly from the world floral market through our Best in Class growers.

This means stems&bunches customers save on everyday purchases as well as high-end and specialty items that can significantly increase their sales.

10 great reasons to use stems&bunches

1. Quality

By buying direct from the farm, Teleflora members add precious days of vase life because of reduced transportation time and elimination of warehouse product. Our 48-hour claim policy on cut-to-order flowers guarantees satisfaction.

2. Selection

stems&bunches offers hundreds of varieties of flowers from around the world. That includes fresh flowers, new varieties, mixed boxes, bouquets, standing orders and just about everything you need to grow your business.

3. Savings

Teleflora florists benefit from the buying power of a network of twenty thousand florists to secure excellent pricing on high-quality fresh flowers.

4. No Hidden Fees

All flowers are landed and you will never pay box charges, fuel surcharges, delivery fees or access fees.

5. Growers

We only work with the most reliable farms that consistently deliver the products to satisfy our demanding florists.

6. Standing Order Program

With standing orders, you have the benefit of locked-in prices, regardless of holidays or increased freight costs.

7. Convenience

Ordering fresh flowers online 24/7 couldn't be easier. Just tell us what you want and when – no minimums or extra charges.

8. Statement Billing


stems&bunches orders are conveniently billed to Teleflora members' Clearinghouse statements.

9. Service

The stems&bunches customer service and sales teams are ready to assist you with everything from day-to-day questions to fully custom-buying solutions.

10. Promotions

Daily, weekly and holiday specials featuring new varieties, exclusive specials and amazing prices.



*Questions?
Or for more
information, log on to
www.stemsandbunches.com
or call 800.794.8288.*

International

International Delivery Program

Our international program gives you the fastest, easiest, most cost-effective and reliable international delivery service in the industry.

With the Dove Network as the backbone of our program, we connect you with 40,000 top florists in over 160 countries. And we guarantee delivery by the next business day* to most countries.

All prices are in USD – we handle the currency conversion and language translation for you and your customer.

Teleflora International partners are floral professionals so your customer's satisfaction is guaranteed.

WE OFFER FOUR EASY WAYS TO SEND ORDERS:

Dove Network

Phone: 800.421.2815

Fax: 405.440.6000

Email: international@teleflora.com

Requirements and order tips:

Phone numbers are required for all orders.

Postal (ZIP) codes are required in countries where they are in use.

Fruit and gourmet items are not available in all countries or may require two days. It's best to obtain a second choice.

Check minimum pricing.

*Except on holidays and to some remote or rural areas.



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www.MyTeleflora.com