teleflora®

benefits of membership

who we are

Teleflora is the world's largest floral services and products company. Headquartered in Los Angeles, California, we have approximately 15,000 member florists throughout the U.S. and Canada with thousands of 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 **MyTeleflora.com** and **themarket.myteleflora.com**. We offer 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 the 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 are 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 15,000 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

CASH REBATES RAISE YOUR BOTTOM LINE!

As a Teleflora florist, you can earn valuable bonus profits on outgoing orders with our 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.

Clearinghouse Statement

Each year, Teleflora florists generate the most orders in the industry, which can add up to major profits for you. We fully guarantee each financial transaction sent through our network, as well as provide quality assurance and generous cash rebates.

This page explains the categories on the Account Summary section of the statement, where you'll find account details, product order confirmations, records of co-op insertions and additional information on selected Teleflora products and services. View your statement online by visiting 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.

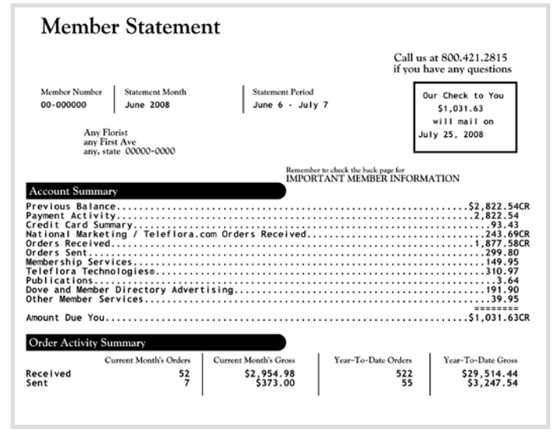
ORDERS RECEIVED:
The net amount (80% minus 7% Clearinghouse fee) of the florist-to-florist orders you receive is credited to you.

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.

INTERNATIONAL/HOME OFFICE ORDERS RECEIVED:
The International orders you receive from 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.



Member Statement

Call us at 800.421.2815 if you have any questions

Member Number 00-000000 | Statement Month June 2008 | Statement Period June 6 - July 7

Our Check to You $1,031.63 will mail on July 25, 2008

Any Florist
any First Ave
any, state 00000-0000

Remember to check the back page for IMPORTANT MEMBER INFORMATION

Account Summary

Previous Balance	$2,822.54CR
Payment Activity	2,822.54
Credit Card Summary	93.43
National Marketing / Teleflora.com Orders Received	243.69CR
Orders Received	1,877.58CR
Orders Sent	299.80
Membership Services	149.95
Teleflora Technologies®	310.97
Publications	3.64
Dove and Member Directory Advertising	191.90
Other Member Services	39.95
Amount Due You	$1,031.63CR

Order Activity Summary

	Current Month's Orders	Current Month's Gross	Year-To-Date Orders	Year-To-Date Gross
Received	52	$2,954.98	522	$29,514.44
Sent	7	$373.00	55	$3,247.54

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

TELEFLORA TECHNOLOGIES:
A summary of Teleflora Technologies services, including Dove fees, software maintenance and Internet fees.

CO-OP ADVERTISING:
Your shop's share of the cost of participating in co-op ads.

PUBLICATIONS:
Any publications 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.

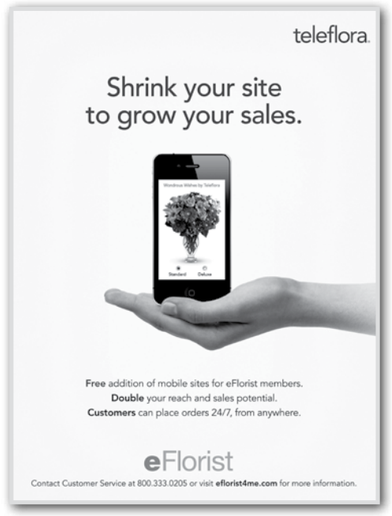
OTHER MEMBER SERVICES:
All other services appear in this section.

AMOUNT DUE YOU:
The total amaount due to you, or for debit balances, the amount due to Teleflora.

OTHER ACTIVITY SUMMARY:
Monthly and year-to-date order activity is summarized here.

eFlorist & Find*a*Florist

Take advantage of the eFlorist Program™ – the industry's leading web hosting and marketing program. Members enjoy benefits you won't find anywhere else, including free mobile websites.



eFlorist

FOR A LOW MONTHLY FEE, YOU GET A STATE-OF-THE-ART E-COMMERCE SITE, ABLE TO TAKE ORDERS EVEN WHEN YOUR SHOP IS CLOSED.

It's easy. Pick a design and color scheme and we'll take care of the rest, including regular maintenance and year-round product updates. Our free merchandising tools, custom email campaigns and loyalty programs get you more orders with minimal effort.

It's portable. Shop from anywhere, anytime with a FREE mobile version of your full-size site.

It's 3 sites in 1. Translate your entire site to French or Spanish with one click. All at no additional cost!

It's all yours. Create your individual site from over 240 design and color combinations and feature as many of your own custom products as you like.

findaflorist teleflora

THE INTERNET'S BIGGEST FLORIST DIRECTORY

Hundreds of thousands of flower buyers visit findaflorist.com every month. Every eFlorist member is automatically listed, giving you access to:

- Thousands of orders that might have gone to the competition, including those outside the floral industry.
- New customers from near and far. Use free eFlorist marketing tools to then cultivate a repeat buyer.
- More 100% orders. FindaFlorist links directly to your eFlorist website, so the order is entirely yours.

Online Search Marketing Program

ads are placed on the Google search results page in the sections highlighted here

Teleflora is excited to offer the Online Search Marketing Program, featuring Google. Florist ads appear alongside unpaid search results in specially marked sections of Google's search results page. Nearly 3 billion searches for local products and services are conducted on Google every month – imagine having your ad in front of all those prospective customers!

eFlorist websites are built with the latest Search Engine Optimization (SEO) features so your site is displayed prominently in organic search results for Google and other search engines. By adding paid search results to your marketing mix, your shop is listed in more places, reaching more prospective customers.

We've tested the Online Search Marketing Program in markets across the US, both large and small, and found a significant increase in order volume across the board. Even shops at the top of organic search results got a boost in both online and telephone orders when they ran paid search ads.

eFlorist shops in the US can participate in the Online Search Marketing Program for a low monthly fee of $129, $139, or $159, depending on location. You may increase your monthly ad budget in increments of $50/month. Shops must commit to a 3-month term so their campaigns can reach maximum effectiveness.

For more information on the Online Search Marketing Program, visit **osm4me.com** or contact our Online Marketing Specialists at **800.453.6502** or **onlinemarketing@teleflora.com**.

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 a number of point-of-sale (POS) solutions:

- Teleflora's Dove POS™ System, with three different levels: Enterprise, Pro and Standard
- Teleflora's RTI® Total Shop Management System
- Teleflora's Eagle POS System
- Teleflora's Daisy POS System

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

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. 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.

GROW YOUR BUSINESS AND INCREASE SALES 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 email 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.

TAKE A LOOK AT OUR POS SYSTEMS AND WE'RE SURE YOU WILL FIND THE PERFECT FIT.

Dove POS™ Enterprise – A full POS system that gives shops the ability to add optional modules and stations to fit their business needs.

Dove POS™ Pro – Designed to give shops a full POS system on one workstation at an affordable cost.

Dove POS™ Standard – Perfect for shops that need a floral accounting system with great marketing capabilities.

RTI® – Designed for high-volume and/or multi-store operations. RTI is the industry's premier solution for larger shops.

For more information, visit MyTeleflora.com or dovepos.com, or contact your local Territory Sales Manager.

TECHNOLOGIES SALES

800.615.8229

TECHNOLOGIES SUPPORT 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

DovePlus & More!

doveplus

NOW WITH DOVEPLUS, YOU CAN SEND ORDERS DIRECTLY ONLINE.

Free yourself from cumbersome phone and paper orders by joining 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. Teleflora's DovePlus is constantly improving, making it faster, easier to use and accessible anywhere you have an Internet connection.

TIME-SAVING TOOLS. Enter outgoing orders faster with spell check and word wrap. Plus access bouquet recipes, selling suggestions and MyTeleflora.com with a few clicks of the mouse.

SEND ORDERS FASTER. Orders are sent through high-speed Internet rather than the phone line.

AUTOMATIC DIRECTORY UPDATES. Because DovePlus operates on the Internet, updates are automatic.

REMOTE ACCESS. Login to DovePlus from anywhere you can access the Internet.

▸ FOR MORE INFORMATION ABOUT DOVEPLUS, AND HOW IT CAN WORK FOR YOU, CALL 800.720.9410 AND SPEAK TO A REPRESENTATIVE TODAY.

Credit Card Processing

TELEFLORA'S 0% CREDIT CARD PLAN. NO HIDDEN FEES, OBLIGATIONS OR HASSLES.

What you see is what you get with Teleflora's 0% Credit Card Plan.

It's straightforward, created exclusively for florists to provide the benefits you need at a minimal cost with no hidden fees, obligations or hassles.

Local banks and national processors may promise you low rates like 1.89%, but this usually applies only to swiped, card-present transactions, not keyed transactions. Teleflora offers one low rate for both swiped and keyed transactions.

Here's how it works: You get a 0% rate for all transactions up to your sending dollar volume of Teleflora orders. For example, send $1,000 in outgoing Teleflora orders and we will clear $1,000 of your credit card processing at 0%.*

Because every florist is different, we offer a variety of customized plans in addition to our 0% plan. We'll be happy to create the ideal plan for your business situation.

Nobody can beat our services or our prices.

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.

*To qualify for the 0% Plan, merchant must report a minimum of 20 wire orders per month to Teleflora, and merchant's account must be current.

▸ CALL 800.421.2815 TO GET STARTED NOW!

24HOURFLOWERS

Ever feel like there aren't enough hours in the day? Life doesn't always lend itself to normal business hours, which is why Teleflora offers 24 Hour Flowers. This service lends a hand to busy shop owners by taking orders anytime you need it– whether you've closed up shop for the day, or just need to take a long lunch, 24 Hour Flowers is like having an extra employee without paying the extra salary.

This convenient, affordable service keeps you from losing valuable orders when you are unable to answer your phone. No more late-night hang-ups, and 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, customers are able to talk to a real live person.

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

▸ CALL 866.474.7347 FOR MORE INFORMATION.

Teleflora Holiday Co-op

WE INVEST MILLIONS IN NATIONAL ADVERTISING. BY PARTICIPATING IN OUR HOLIDAY 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 print publications for a fraction of the cost. Plus, if you have an eFlorist site, a matching email is sent on your behalf – at no additional cost!

MOST COST-EFFECTIVE ADVERTISING YOU CAN BUY.
You can create enormous impact for your shop. Customers in your area will see your name in a professionally produced, highly visible print ad and will also receive a matching email coupon.

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!

WE DO THE WORK. YOU GET THE SALES.
Once you sign up for the Teleflora Holiday Co-Op advertising program, we produce the print ad and email, so that you can focus on the business of running your shop. Couldn't be easier.

TELEFLORA REIMBURSES YOU.
Best of all, coupons in all Holiday Co-Op advertising are reimbursed to you in full.

SUPERIOR COVERAGE.
- Our Holiday Co-op Program includes print AND email marketing – comprehensive coverage that results in maximum customer reach.
- Our print advertising program includes exposure in SmartSource – a circulation of 70,000,000 readers!
- Our ads are placed in premium positions during major holidays – Valentine's Day, Easter, Mother's Day, Thanksgiving and Christmas.

Teleflora Bridal Program

TELEFLORA PARTNERED WITH THE KNOT, THE #1 RESOURCE FOR BRIDES, TO CREATE A BRIDAL PROGRAM THAT WILL PUT YOUR SHOP IN FRONT OF BRIDES AND WILL HELP BRAND AND MARKET YOUR SHOP IN THE PROCESS.

GET NEW WEDDING BUSINESS AND ORDERS.

Brides today are online. The Knot is the #1 resource for brides with over 4.5 million unique visitors annually. Eight out of 10 brides are on theknot.com researching everything from invitations to florists. There is no better way to reach brides!

WHAT DOES THE BRIDAL PROGRAM INCLUDE?
- Local online profile on theknot.com - Get found!
- Icon for your eFlorist site - Be recognized!
- National support - Be seen!
- Exclusive marketing kit - Impress brides! This professionally created custom kit is only available through this program:
  - 100 custom published floral wedding guides
  - 30 custom appointment cards
  - 24 custom review cards
  - 1 The Knot counter standee to hold your floral wedding guides
  - 1 'Featured Teleflora florist on The Knot' window decal

Drop shippers can't do weddings, own this local business!

Direct Mail

TELEFLORA'S DIRECT MAIL MARKETING PIECES ARE THE PERFECT WAY TO SELL TO YOUR CURRENT CUSTOMERS AND REACH NEW CUSTOMERS.

MAXIMUM SALES IMPACT – minimal cost.

PERSONAL AND POWERFUL – the ideal way to promote your holiday and Everyday products.

GETS YOUR SHOP NAME IN FRONT OF HUNDREDS OF CUSTOMERS for as little as 5 cents apiece.

DIRECT MAIL COMPONENTS:
- Calendars
- Mini-Guides
- Statement Stuffers

The Teleflora Product Difference

Teleflora is unique in the industry in that it offers both florists and their customers a distinctive purchase - all our flower arrangements are beautifully presented in exclusive keepsake containers that can be enjoyed long after the flowers are gone.

Holidays

Everyday

Our flowers in a gift concept extends into all major holidays as well as everyday occasions and makes a Teleflora florist a destination for high quality, distinctive gifts. Teleflora offers a variety of value added everyday container options from sustainable bamboo to elegant mercury glass.

Holidays

Valentine's Day, Easter, Mother's Day, Halloween, Thanksgiving, Christmas

Everyday

Birthday, New Baby, Love & Romance, Anniversaries, Get Well, Sympathy

For the holidays, we offer limited edition keepsakes that have proven to be highly collectable and sought after.

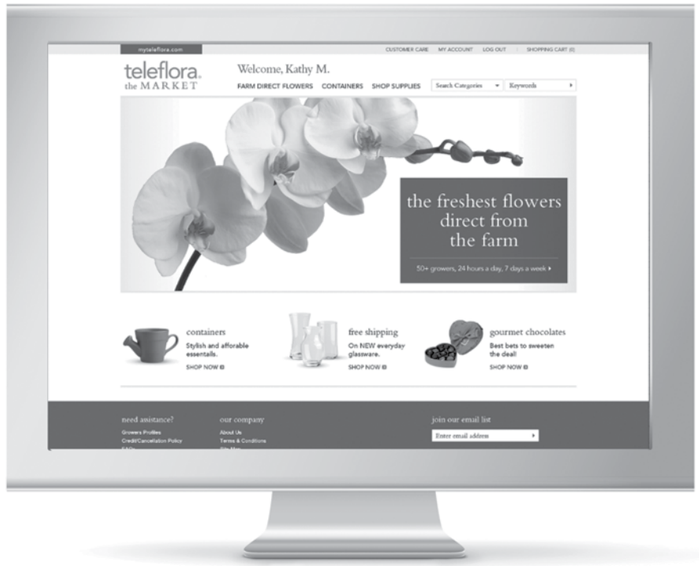
From our Send-A-Hug™ collection to our ever popular Thomas Kinkade Christmas cottages, Teleflora offers a unique pairing - a gorgeous bouquet with a fabulous keepsake - that makes us a leader in the industry.

By offering exclusive containers to our network of florists, Teleflora gives our members a competitive edge with their customers.

FOR MORE INFORMATION, PLEASE CALL 800.333.0205 OR VISIT theMARKET AT THEMARKET.MYTELEFLORA.COM

theMARKET

theMARKET by Teleflora is a one-stop shop designed specifically for Teleflora member florists. This site enables large and small shops alike to benefit from the cost efficiencies and product availabilities of buying wholesale, directly from the world floral market.



It's easier than ever to buy flowers, containers and supplies online. It's just one click away at **theMARKET** where you'll save money, time and hassles. Just sign on to MyTeleflora.com and you'll have instant access to everything a busy florist needs.

Containers

Check out the huge selection of Teleflora's Everyday containers and save up to 70% on clearance items.

Flowers

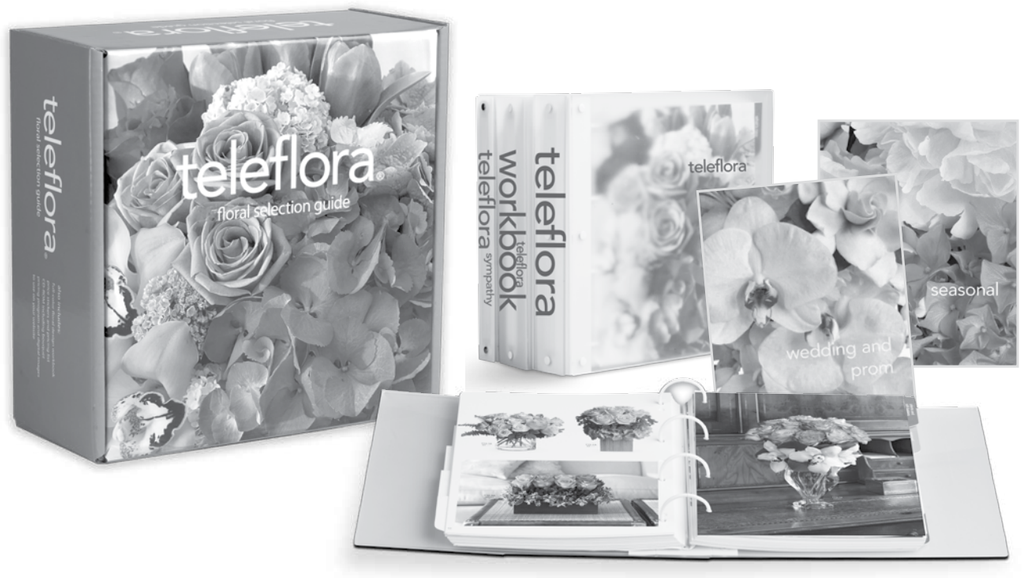
Shop the world's largest selection of farm-direct flowers from Stems&Bunches, freshly cut and delivered straight to your door.

Supplies

Stock up on chocolates, plush and all the essential supplies from the biggest brands in the industry.

Teleflora's Floral Selection Guide & Update Kit

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.



As a Teleflora member, you will receive quarterly FSG Update/Marketing Kits to make our Floral Selection Guide the most up to date and dynamic selling tool. Each Kit includes:

- **EXTENSIVE FLORAL SELECTION GUIDE PAGES** for your counter-books and workbook on new 100% waterproof paper. The updates include pages for holiday-codified products as well as new non-codified Everyday and seasonal products.
- **MARKETING MATERIALS**

  Holiday Posters for Holiday Codified Products Valentine's Day, Easter and Professional Secretaries Week, Mother's Day and Father's Day, Halloween, Thanksgiving and Christmas.

  FSG/Everyday Collection Posters
- **NEW PREMIUM ITEMS** and additional member bonuses – e.g. new & improved counter-mats, counter-mat inserts, aprons, and much more.

Directory/Dove

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

Display/Card Ads

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 side of the listings) 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.

Shops that purchase an Enhanced Ad Package (similar to Directory Ad Packages today) will receive additional points to help them appear on top more often.

AD PACKAGE	PACKAGE INCLUDES	PRICING
Basic Ad Package	4 ½" Display Ad + DovePlus Banner Ad	$65
Silver Ad Package	6" Display Ad + Bold Red Listing + DovePlus Banner Ad Enhanced Silver Level	$80
Gold Ad Package	9" Display Ad + Bold Red Listing + DovePlus Banner Ad Enhanced Gold Level	$110
Platinum Ad Package	Half Page Display Ad + Bold Red Listing + DovePlus Banner Ad Enhanced Platinum Level	$300
Platinum Plus Ad Package	Full Page Display Ad + Bold Red Listing + DovePlus Banner Ad Enhanced Platinum Plus Level	$450

Teleflora's improved eDirectory increases your opportunities intelligent search for filling florist-to-florist orders. Search results will now rotate with every new search that is made, which means that your shop will no longer remain static in your position for an entire quarter.

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.

Education & Resources

We are the industry leader in 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 42 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

MYTELEFLORA.COM IS THE BEST PLACE FOR YOU TO:
- Get up-to-date information on Teleflora products and services.
- 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.

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.

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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: 800.654.6707

Fax: 405.440.6000

Email: international@teleflora.com

REQUIREMENTS AND ORDER TIPS:
- Complete address and telephone 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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