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TELEFLORA PROMOTES JEFF BENNETT TO PRESIDENT

LOS ANGELES (August 1, 2011) – Teleflora, the world’s leading floral service announced today that Jeff Bennett has been promoted to President, effective August 15. Bennett, who had been the company’s Executive Vice President, Sales and Member Services, replaces Shawn Weidmann, who is leaving the company to pursue another opportunity.

“We are delighted to have found a new president within the company,” said Tom Butler, Chairman, Teleflora “Jeff has been with Teleflora for seven years and has the familiarity and understanding of the needs of the business, Teleflora’s member florists and the issues facing the floral industry.”

Butler added that Bennett is a natural choice to head the company, thanks to his proven operations and leadership skills. “Jeff has done a tremendous job leading our sales force, florist customer service and Stems & Bunches program,” said Butler. “He is committed to continuing to developing programs and services that help make member florists successful while remaining the only major wire service that doesn’t offer drop-ship.”

For more than 75 years, the Teleflora brand has been recognized for its ability to help retail florists run successful businesses. A key element of this strategy has been Teleflora’s dedication to driving consumer demand for beautiful floral arrangements that are artistically hand-arranged, hand-delivered by neighborhood florists. This effort is unique in the industry and drives significant demand and business as consumers seek and rely on the on the expertise of professional florists.

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About Teleflora

Teleflora is the world's leading flower delivery service connecting customers with the nation's best local [florists](#) for more than 75 years. All of Teleflora's flower arrangements are artistically arranged and hand-delivered in keepsake vases using only the freshest [flowers](#) available through its member florist network. Headquartered in Los Angeles, California, Teleflora has over 16,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Through its extensive member florist network, Web sites including www.teleflora.com and www.findaflorist.com, and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products. Follow [Teleflora on Facebook](#).

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