



FOR IMMEDIATE RELEASE

**Contact: Missy Miller
(310) 966-8328
mmiller@teleflora.com**

TELEFLORA LAUNCHES INNOVATIVE WEB CAMPAIGN WITH HELLO GIGGLES

Timed to Coincide with Mother's Day, HelloGiggles Producing Partners Zooey Deschanel, Sophia Rossi, and Molly McAleer Debut their First-Ever Web Series Today on Teleflora.com and AOL

LOS ANGELES (April 29, 2011) – Hollywood superstar Zooey Deschanel and her HelloGiggles producing partners, Sophia Rossi and Molly McAleer, have teamed up with Teleflora, the world's leading [flower delivery](#) service, to launch a series of laugh-out-loud webisodes.

"HelloGiggles is a great partner for Teleflora," said Laurie McCartney, Chief Marketing Officer, Teleflora. "Teleflora is always looking to connect with its customers in new and inspiring ways. The HelloGiggles webisodes are the perfect vehicle to implement our strategy of leveraging today's new media outlets to reach our audience in relevant and viral ways."

The premiere webisode launches today across AOL and Cambio's networks, just in time for Mother's Day, and features hilarious real stories of Mother's Day gifting gone awry, re-lived in candid interviews with real moms, dads and kids.

"We are thrilled to be working with Teleflora and were excited to discover that Mother's Day is so much more hilarious than anybody knew," said HelloGiggles' McAleer, Rossi, and Deschanel.

Mother's Day is a monumental holiday for Teleflora, and the HelloGiggles webisode video was created as a fun way to celebrate and pay tribute to mom on her day. In addition to living on the Teleflora website, www.teleflora.com and the brand's [YouTube channel](#), Teleflora has partnered with AOL and Cambio to deliver a robust distribution and promotional plan for the video across its networks, effectively reaching millions of women for whom this content is sure to resonate.

"The comedy shorts that Zooey and her partners at HelloGiggles are producing for Teleflora are a fantastic example of great original content that is being created for digital," said Nathan Coyle,

-more-

General Manager, Cambio. “This is exactly the type of video content that is central to AOL and Cambio’s growth strategy in video.”

In addition to the Mother’s Day debut, HelloGiggles is also producing two additional webisodes, which will explore other gifting successes and debacles. The upcoming videos will feature original music, written and performed by Deschanel.

The deal with Teleflora was brokered by Creative Artists Agency on behalf of its client HelloGiggles.

To place an order for a hand-arranged and hand-delivered [Mother’s Day gift](#) by a local florist anywhere in the country, visit www.teleflora.com.

About HelloGiggles

Sophia Rossi, Molly McAleer and Zoey Deschanel are friends who like to make each other laugh. They banded together to create a place online where they could share the fun with everybody else. Thus was born HelloGiggles.com, a place for cool girls who like to laugh.

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.

About AOL

AOL Inc. (NYSE: AOL) is a premier global media company with a suite of brands and products serving consumers, advertisers and publishers worldwide. The AOL Huffington Post Media Group is a leading source of news, opinion, entertainment, community and digital information comprised of a wide range of destination websites, including [AOL.com](#), [The Huffington Post](#), [TechCrunch](#), [Moviefone](#), [Engadget](#), [Patch](#), [AOLMusic](#), [Stylelist](#), [MapQuest](#) and [Cambio](#). The AOL Advertising.com Group includes Advertising.com, ADTECH, goviral, Pictela, Video, and Content Solutions and serves a combined content and advertising market at scale through video, brand advertising, content and ad serving. AOL is focused on engaging consumers and providing online advertising services and solutions on both AOL Huffington Post Media Group destination

websites and third party websites, in addition to serving consumer platforms including AOL Mail, AIM, about.me, and mobile experiences. AOL also operates one of the largest Internet subscription access services that serves as another distribution channel for its consumer offerings.

About Cambio

Cambio is a trustworthy, interactive online entertainment experience, connecting teens and young adults to their favorite celebrities and musicians. This iconic destination fuses information, social interaction, exclusive video and compelling entertainment content together to bring our passionate audience from fans to friends. Cambio is a joint venture between AOL, Jonas Group and MGX Lab. For more information, visit www.Cambio.com.

###