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**TELEFLORA EXPANDS “THE COLLECTION BY FAITH HILL”  
WITH INSPIRED BOUQUETS FOR MOTHER’S DAY**

*Faith Hill Follows Up Super Bowl XLV Spot With New Teleflora Commercial*

**LOS ANGELES (April 11, 2011)**— Five-time Grammy Award winner Faith Hill knows how important it is for mom to feel special on Mother’s Day, Sunday, May 8<sup>th</sup>. She has created a collection of exquisite [Mother’s Day floral arrangements](#) for Teleflora, the world’s leading flower delivery service. Following the successful launch at Valentine’s Day, Faith has continued her collaboration with the experts at Teleflora on eight new bouquets that celebrate moms everywhere. To promote her [Mother’s Day flower](#) collection, Hill will return to the small screen with a new 30-second spot set to begin airing on Wednesday, April 27 - the follow-up to her highly anticipated and celebrated ad that aired during Super Bowl XLV.

The [Mother’s Day](#) Teleflora ad reunites Hill and actor Kevin Manwarren, who were paired together previously. Once again in a behind-the-scenes setting, Manwarren plays the sweet, but clueless, sound engineer who seeks advice from Hill about what to give his mother. Teleflora’s Magnificent Mom Bouquet, part of “[The Collection by Faith Hill](#),” makes its debut in the commercial as the ideal way to tell mom how much you love her. With its wide range of pinks and pastels presented in gorgeous vases, the bouquets in the collection offer something for every mom. The ad will air on women’s focused cable channels and network TV through Thursday, May 5.

“We are happy to be continuing our partnership with Faith Hill whose inspired vision helped make our Valentine’s Day a success not only in sales, but in connecting with our core consumer,” said Shawn Weidmann, President, Teleflora.

“Working with Faith, we’ve developed the perfect [Mother’s Day flower](#) collection for our consumers that reflects Faith’s style, taste and artistry,” said Laurie McCartney, Chief Marketing Officer, Teleflora. “From classic to contemporary, this assortment of floral arrangements offers something for all the great moms in your life.”

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"I can't think of any mom who wouldn't want a beautiful hand-arranged, hand-delivered bouquet," said Faith Hill. "I think the colors of these flowers in my collection are really nice and fresh."

To support the Mother's Day campaign, Teleflora's "[Flower Coach" mobile app](#), initially launched at Valentine's Day, will be updated and expanded for Mother's Day. The fun mad-libs-like app will now include hundreds of combinations to help users create just the right message for Mother's Day plus other everyday occasions. The app will relaunch the week before Mother's Day on the iPhone platform and will be introduced on the Android platform as well.

The company's in-house ad agency, Fire Station, was behind the concept and creation of the hilarious new spot. The spot was produced by Hungry Man, Inc. and directed by Bryan Buckley, who has directed hundreds of commercials, including Teleflora's recent "Help Me Faith" spot.

To place an order for a hand-arranged and hand-delivered floral gift by a local florist anywhere in the country, visit [www.teleflora.com](http://www.teleflora.com).

### **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](http://www.teleflora.com) and [www.findaflorist.com](http://www.findaflorist.com), and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products.

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