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Teleflora Acquires Australian Floral Wire Service Petals Network

The purchase broadens Teleflora's reach throughout Australia and New Zealand

Los Angeles, CA—(March 29, 2011)—Teleflora, the world's leading floral wire service offering 100% hand-arranged, hand-delivered flower arrangements by local neighborhood florists, announced today it has purchased Petals Network, an award-winning Australian and New Zealand floral delivery service.

The company's first international acquisition strengthens the U.S.-based Teleflora's offerings throughout Australia and New Zealand by tapping into Petals Network's extensive system of 1,300 local, quality conscious florists from Australia, New Zealand and around the world.

"We are extremely pleased to welcome Petals Network into our worldwide Teleflora family," said Teleflora President Shawn Weidmann. "Their commitment to quality, customer service and working exclusively through local florists clearly creates a strong synergy with Teleflora. We look forward to leveraging their excellent reputation and broad network of top-notch florists throughout the region."

Like Teleflora, Petals Network offers its customers a single, convenient place to send fresh flowers online and over the phone, with same-day delivery throughout Australia and New Zealand and next-day delivery to more than 90 countries around the world. As part of Teleflora, Petals Network florists will now have access to new products and services that will help enhance their profitability.

"When we first started our floral delivery business in 1992, Teleflora was one of the successful models we studied from the outset," said Scott Williams, co-founder and CEO of Petals Network. "So to become a part of that company nearly two decades later is very exciting for us."

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Petals Network is based in Armidale, New South Wales, Australia, and has won a number of awards, including Australian National Small Business of the Year in 1996. It was also listed as one of Australia's Top 100 Fastest Growing Businesses for the four years 1997-1999 and 2001. Petals will continue to operate under the Petals name in Australia and New Zealand. In addition, they will also continue using the Teleflora name in New Zealand where Petals currently owns and operates under that name. It will continue to use the www.petals.com.au website for its consumer direct business in Australia, and www.petalsnetwork.co.nz and www.teleflora.co.nz in New Zealand.

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 more than 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.