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teleflora®

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TELEFLORA PREMIERES COMMERCIAL DURING SUPER BOWL XLIII

Teleflora Brings Back Those Sassy Talking Flowers

LOS ANGELES (January 13, 2009) – Teleflora, the world’s leading [flower](#) wire service, offering only hand-arranged, hand-delivered floral bouquets, announces it will premiere a commercial in conjunction with Super Bowl XLIII, scheduled to air on NBC February 1, 2009. This marks the first time in the company’s 75 year history that it will advertise during one of the world’s most watched and celebrated sporting events. Teleflora’s 30-second spot will air during the game’s second quarter.

“Our main priority has always been to support our member [florists](#), and during these hard economic times, Teleflora wants to help our members generate sales and foot traffic into their shops,” said Shawn Weidmann, President, Teleflora. “The opportunity to reach 90 million potential buyers less than two weeks before Valentine’s Day – one of the largest flower buying holidays – is something that couldn’t be passed up.”

Teleflora is the first floral company in 20 years to produce a commercial to air during the big game. The advertisement will incorporate the successful talking flowers campaign that launched during America's Favorite Mom. The ad will take a light hearted approach to convey the company’s difference - that every gift from Teleflora is personally designed by a local florist in the recipients’ neighborhood and arrives artistically arranged in a vase. You never know what [flowers](#) shipped in boxes from one location will say and with personal delivery by local florists, there is little risk of damage or dehydration. The commercial will also feature [Teleflora’s Rubies and Roses bouquet](#) from the 2009 [Valentine's Day flowers](#) product line.

About Teleflora

[Teleflora](#) is the world’s leading flower service offering the best choice in [flower arrangements](#) and convenient local delivery. Headquartered in Los Angeles, California, Teleflora has over 20,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Teleflora offers industry-leading floral arrangements and gifts. Through its extensive member florists’ 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.

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