Return mail will be processed by: IBC
PO Box 1122
Charlotte, NC 28201-1122
PO #121973A

20 00006373

One Old Country Road, Suite 500, Carle Place NY, 11514

March 8, 2016

1-800-Flowers.com values the relationship we have with our customers and understands the importance of protecting personal information. We are writing to inform you about an incident that may involve some of your information.

Our customer service team received reports on February 15, 2016 from several customers that they were unable to complete their online order. Our operations team initiated an investigation and identified signs of unauthorized access to the network that operates our e-commerce platform.

The investigation shows that orders placed on our website during a 33-hour period from the evening of February 15th into the early morning hours of February 17th, 2016 may have been affected. During this limited time period, if a visitor attempted to or did place an order, information associated with the order being placed, including name, address, email address, payment card number, expiration date and security code (CVV) may have been obtained by an unauthorized third-party.

Although we cannot confirm that any specific order information was affected, we are notifying you because you placed or attempted to place an order during this time period. The access permitting the potential exposure to the above information has been resolved.

We are continuing to work closely with leading security experts to identity and implement measures to further strengthen the security of our system to help prevent this from happening in the future. We encourage you to remain vigilant and review your payment card account statements closely. You should report any unauthorized charges to your card issuer immediately because card network rules generally provide that cardholders are not responsible for unauthorized charges that are reported in a timely manner.

We apologize for any inconvenience or concern this may have caused. If you have questions, please call 888-687-9294 from 9 a.m. to 7 p.m. EST.

Sincerely,

Bibi Brown
Vice President, Customer Experience

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285
Experian, PO Box 9554, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19022-2000, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.