



FTD Hosts the 2019 FTD World Cup in Philadelphia

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FTD, a global flower company, hosts prestigious flower design competition

SAN DIEGO, Feb. 27, 2019 /PRNewswire/ -- Leading online floral gifting brand Florists' Transworld Delivery (NASDAQ: FTD) will host the 2019 FTD World Cup flower design competition at the Philadelphia Flower Show, bringing top floral designers from around the globe under one roof.



The FTD World Cup is the one of the world's most prestigious events in the floral industry, held approximately every four to six years. This is the first time the three-day floral design competition will be held in the United States since 1985. Designers will compete through multiple preliminary design tasks. Winners from the semi-final round will complete a final design task at a ticketed gala dinner before the overall winner is selected.

This career-defining, live competition starts Friday, March 1, 2019 and will showcase 23 of the world's most talented creative floral designers representing their respective countries. Former FTD World Cup champion, Per Benjamin, will be the commentator during the event, and crown the winner title of FTD World Cup Champion 2019 on March 3, 2019 during the gala dinner.

"FTD is honored to be hosting such a prestigious international design competition and welcoming the floral community from around the world to the United States," said Tom Moeller, FTD Executive Vice President, Florist. "Hosting this event is a significant investment by FTD, and it is an example of how we are supporting the industry and our members to build the FTD brand and recreate a network of strong partnerships with the world's best florists."

For more information and admission tickets, including watching five of the six live competition tasks, visit www.FTDWorldCup2019.com.

About FTD Companies, Inc.

FTD Companies, Inc. is a premier floral and gifting company. Through our diversified family of brands, we provide floral, specialty foods, gifts, and related products to consumers primarily in the United States and the United Kingdom. We also provide floral products and services to retail florists and other retail locations throughout these same geographies. FTD has been delivering flowers since 1910, and the highly-recognized FTD® and Interflora® brands are supported by the iconic Mercury Man logo®, which is displayed in approximately 35,000 floral shops in over 125 countries. In addition to FTD and Interflora, our diversified portfolio of brands includes the following trademarks: ProFlowers®, ProPlants®, Shari's Berries®, Personal Creations®, and Gifts.com™ FTD Companies, Inc. is headquartered in Downers Grove, Ill. For more information, please visit www.ftdcompanies.com.

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