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FTD® and DaySpring Introduce Faith-Inspired Floral Collection

The new DaySpring by FTD Collection allows gift givers to express their faith year round

Downers Grove, IL (April 25, 2016) – Premier floral and gifting company FTD® announces a new collection of faith-inspired floral arrangements and gifts. In collaboration with DaySpring, the leading supplier of Christian greeting cards and gifts, FTD designed the inspirational collection as a part of their partnership with Hallmark. Beginning today, FTD.com/Dayspring will offer artist-designed floral bouquets, plants and gifts with relevant life-affirming messages of joy, hope and encouragement for Mother's Day and beyond.

The partnership of the U.S.'s largest floral retailer with the world's largest Christian greeting card company is a natural fit. It allows FTD to reach faith-driven consumers looking for exceptional gifting choices, with guaranteed, high-quality, florist-designed arrangements.

The collection includes 11 curated floral arrangements delivered in a gift box fresh from the farm, six beautiful fresh potted plants and a limited gift selection. Each arrives complemented with DaySpring sentiment tags that highlight messages of thanks, love, hope and joy. A variety of faith-inspired jewelry, calendars, teddy bears, crosses and other products offer the ability to enhance the delivery with add-on presents.

The DaySpring by FTD Collection will brighten any recipient's day and also gives the gift giver the peace of mind of knowing it is coming from two of the country's most reliable brands.

"The FTD partnership with DaySpring allows us to provide artist-designed flowers, fresh plants and inspiring gifts for those who want to emotionally connect with their loved ones through faith," said FTD General Manager and Senior Vice President Lincoln Rodman. "The carefully crafted Christian messages of joy, hope and encouragement that accompany the flowers will help people to confidently express their important sentiments and feel like an exceptional gift giver."

"Our collaboration brings together the hope and joy of God's word with the beauty and artistry of His creation to create unique gift solutions for our consumers. In times of joy or in times of difficulty, this collection will help her express her faith in a beautiful, thoughtful way," DaySpring Marketing Vice President Stephen Bos.

DaySpring joins a long line of specially curated partnerships within the FTD brand, including one with their parent brand, Hallmark. Other partnerships include Vera Wang Flowers and Better Homes & Gardens, all of which allow FTD to offer its customers a wider assortment of high-quality, thoughtfully selected products.

To order the DaySpring by FTD Collection, please visit www.ftd.com/dayspring.

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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, Canada, the United Kingdom and the Republic of Ireland. 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 nearly 40,000 floral shops in approximately 150 countries. In addition to FTD and Interflora, our diversified portfolio of brands includes the following trademarks: ProFlowers®, ProPlants®, Shari's Berries®, Personal Creations®, RedEnvelope®, Cherry Moon Farms®, Flying Flowers®, Flowers Direct™, Sesame®, Ink Cards™, Postagram™ and Gifts.com™. FTD Companies, Inc. is headquartered in Downers

Grove, Ill. For more information, please visit www.ftdcompanies.com.

About DaySpring

DaySpring®, the world's largest Christian-message product provider, was founded in 1971 with a single Christmas card. Today DaySpring offers more than 6,000 products—from greeting cards to home décor, specialty gifts to children's movies. In 1999, DaySpring was acquired by Hallmark Cards, Inc. DaySpring products are sold in Christian retail outlets, mass retail stores, card and gift shops and other outlets in the United States and 60 foreign countries. DaySpring is based in Siloam Springs, Ark., and employs a staff of more than 250 people. Visit www.dayspring.com for more information about the company, to find a local retailer, and to send a free e-card.