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FTD Celebrates Grateful Dead "Fare Thee Well" Santa Clara Concert with Tie-Dyed Roses

FTD teamed with Peter Shapiro and Madison House Presents to hand out more than 50,000 roses at concert at Levi's Stadium

DOWNERS GROVE, Ill., June 28, 2015 /PRNewswire/ -- [FTD](#)[®] (Nasdaq, FTD), a leading online retailer of flowers and gifts, partnered with Peter Shapiro and Madison House Presents and gave Grateful Dead fans at the opening night of the Santa Clara *Fare Thee Well* concert beautiful red roses and a special commemorative tag. In the spirit of the occasion and to show their appreciation to the loyal fans, FTD also handed out thousands of special [FTD Tie-Dyed Roses](#).



Roses have become one of the most iconic symbols representing the Grateful Dead and are included in songs like "It Must Have Been the Roses" and "Ramble on Rose". FTD's colorful tie-dyed roses commemorate the legacy of the band. As a gesture to the flower that has been such an integral part of the iconic band's image, FTD and Madison House Presents passed out nearly 50,000 roses at Levi's Stadium.

"FTD is honored to help celebrate the 50th anniversary of the band by sharing our red and tie-dyed roses at the *Fare Thee Well* concert in Santa Clara. We hope the fans enjoyed the roses and commemorative keepsake as a tribute to the amazing legacy that the band has left," said FTD President and Chief Executive Officer Rob Apatoff, who was at the concert handing out roses to the fans.

The FTD Tie-Dyed Roses feature a beautiful mix of yellow, blue, green, purple or pink, and are available at www.ftd.com.

About FTD Companies, Inc.

FTD Companies, Inc. is a premier floral and gifting company. Through our diversified family of brands, we provide floral and gift 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, Cherry Moon Farms, Flying Flowers, Flowers Direct, Drake Algar, Sincerely and Gifts.com. FTD Companies, Inc. is headquartered in Downers Grove, Ill. For more information, please visit www.ftdcompanies.com.

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