



April 14, 2016

## **FTD® and Hallmark Launch Exclusive Artist-Designed Floral Collection Just in Time for Mother's Day**

### **Hallmark Flowers by FTD offers Year-Round Flowers for Celebrations of all Kinds**

DOWNERS GROVE, Ill., April 14, 2016 /PRNewswire/ -- FTD (NASDAQ: FTD) and Hallmark Cards have been helping people express their most sincere sentiments for more than one hundred years. Now, these two iconic brands are coming together to offer an exclusive, beautiful, artisan-designed floral and plant collection to help celebrate Mother's Day and any occasion throughout the year. Hallmark Flowers by FTD, launching April 14, 2016 at [FTD.com/Hallmark](http://FTD.com/Hallmark), combines FTD's refined floral design expertise with Hallmark's heartfelt sentiments.



The introductory collection features 11 curated floral bouquets. Each bouquet is wrapped in a Hallmark-branded floral sleeve and tissue to help gift recipients associate these arrangements with quality, caring and luxury. The collection also includes 11 beautiful, fresh potted plants. A Hallmark sentiment tag to match the occasion complements each bouquet and plant.

Just in time for Mother's Day, the new collection features the FTD Mother's Day Bouquet by Hallmark with pink lilies, peach roses, carnations and Alstroemeria, accompanied with a sentiment tag that says "Mom is another word for love." The collection is the perfect way to express a gift giver's thoughtfulness and how much they really care.

FTD ships Hallmark Flowers in a gift box fresh from the farm. Whether it's beautiful orchids for Mother's Day, sunflowers or roses for a birthday, daisies for a new baby or tulips "just because," these beautiful arrangements are a great gift for all occasions for those you care about. The bouquets are backed by the confidence of knowing it is coming from not just one, but two trusted brands.

"For more than one hundred years, people have turned to FTD and Hallmark to help them show how much they care.

Bringing the two widely-recognized, respected brands together creates an experience that will make people feel like an exceptional gift giver," said FTD General Manager and Senior Vice President Lincoln Rodman. "Hallmark Flowers by FTD is a beautifully curated floral and gifting experience that brings just the right balance of heartfelt sentiments and design expertise with superior product quality."

"Hallmark Flowers by FTD are the perfect way to help people show appreciation, celebrate joyous moments and love, and express care," says Hallmark Licensing Director John Nens. "We chose to partner with FTD because, like us, they are a long-established, iconic brand that people everywhere turn to for help showing how much they care."

Hallmark joins several other premier partnerships within the FTD brand including Vera Wang and Better Homes & Gardens® that allow customers to share their thoughtfulness.

To order Hallmark Flowers by FTD, please visit [www.ftd.com/hallmark](http://www.ftd.com/hallmark).

#### **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](http://www.ftdcompanies.com).

#### **About Hallmark**

For more than 100 years, privately-held Hallmark has been dedicated to creating a more emotionally-connected world. In the U.S., products offered by Hallmark Greetings, Hallmark Retail and Hallmark Home & Gifts can be found in more than 40,000 retail accounts including mass retailers, Hallmark Gold Crown® stores and online. Hallmark's family of companies also includes Crayola®, maker of creative art tools and toys, Crown Center, a mixed-use entertainment, office and residential district in Kansas City, and Hallmark International, which offers products in more than 30 languages available in 100 countries. Hallmark also is a majority stakeholder in Crown Media Holdings, Inc., which owns and operates cable television's Hallmark Channel and Hallmark Movies & Mysteries. Headquartered in Kansas City, Mo., Hallmark employs more than 27,000 people worldwide. For more information, [visitHallmark.com](http://visitHallmark.com).

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