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Photo Release -- FTD Introduces New Floral Arrangements With Multi-Use Vases

Chic and Colorful Collections Bring a Burst of Fun to Flower Deliveries

DOWNERS GROVE, Ill., July 23, 2014 (GLOBE NEWSWIRE) -- FTD, America's premier floral and gifting company, has introduced two new floral collections featuring the most popular flowers of summer designed in unique vases that capture two of the hottest décor trends: shabby chic and color blocking.

Photos accompanying this release are available at

<http://www.globenewswire.com/newsroom/prs/?pkgid=26649>

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The [Jardin Collection](#) captures a "fresh from the garden look" and includes beautiful English garden-style bouquets with distinct color palettes featuring a selection of delightful stems like sunflowers and daisies in glass mason jars.

The [Color Confections™ Collection](#) brings together six candy-hued bouquets in eye-popping flower varieties, such as roses and gerbera daisies, in coordinating raspberry, orange, cherry, lemon, lime and purple colored vases.

"The Jardin and the Color Confections collections have universal appeal and are perfect for many occasions, like birthdays, congratulations and 'just because.' While the Jardin Collection features a rustic charm, the Color Confections Collection has a vibrant energy. What they both have in common are unique and reusable vases," said FTD's floral design expert, Michael Skaff. "The vase is a large part of the gift-giving experience and can be used in wide variety of ways after the initial gift of flowers. There are some vases you keep strictly for special occasions, and then there are the vases that can serve many different uses."

The function and aesthetic of a vase is a priority of Skaff's when selecting the perfect complement to a bouquet. The casualness of the Jardin Collection mason jars becomes elegant with the addition of the cheery flowers. The sleek form of the Color Confections Collection vases is elevated to an eye-catching piece of art when featured with the bouquet. However, Skaff also keeps in mind the reusability of each container. Skaff selected the Jardin and Color Confections vases with the following after-lives in mind:

Vase Life After Bouquets: Five Clever Uses

- Throw a Party: The brightly toned square vases from the Color



Confections collection double as a votive holder (fill halfway with water or sand) or a way to display party favors like sidewalk chalk and sparklers.

- Dress Up the Dessert Table: Add pizzazz to a summer barbeque or dessert table by filling the Color Confections vase with brightly colored wrapped candies or licorice vines. The vibrant colors of the collection are the perfect complement to sweet treats at a backyard bash.
- Organize your Junk Drawer: Safety pins, paper clips, buttons and pens all find themselves an organized and stylish home thanks to the Jardin mason jars.
- Get Crafty: Kids can have summer fun with Jardin mason jars by making a terrarium or firefly catcher. The jars are also a unique way to store finger paints or organize pencils and crayons.
- Beautify Your Bathroom: Jardin mason jars are perfect for giving your bathroom a warm cottage feel. Use them to hold cotton balls, hand soaps and Q-tips.



More on Jardin

The Jardin Collection offers a variety of five bouquets ranging from \$39.99 - \$69.99. Bouquets can be ordered individually in a larger jar or in clusters of 2-3 smaller jars.

More on Color Confections

The Color Confections Collection offers a variety of six bouquets and color vases and is available in FTD's "Good, Better or Best" upgrade styles ranging from \$39.99-\$59.99.

For more gift ideas and information about FTD's products, please visit FTD.com.

About FTD Companies, Inc. (Nasdaq:FTD)

FTD Companies, Inc. is a premier floral and gifting company. FTD provides floral, gift and related products and services to consumers, retail florists, and other retail locations primarily in the U.S., Canada, the U.K., and the Republic of Ireland. The business uses the highly-recognized FTD® and Interflora® brands, both supported by the iconic Mercury Man logo that is displayed in tens of thousands of floral shops worldwide. Our portfolio of brands also includes Flying Flowers, Flowers Direct, and Drake Algar in the U.K.



The photos are also available via AP PhotoExpress.

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