

FOR IMMEDIATE RELEASE

## ComSci.....Press Release.....

### Steve Bozzo, CIO of 1-800-FLOWERS.COM®, to Speak on Business Benefits of IT Cost Transparency at Upcoming Pink Elephant Conference

**Iselin, NJ, February 1, 2010**—ComSci, LLC, a leading provider of Technology Financial Management (TFM) solutions for IT cost transparency and chargeback, today announced that one of its clients, 1-800-FLOWERS.COM INC., (FLWS), the world's leading florist and gift shop, will be featured in a case study at Pink Elephant's 14th Annual IT Service Management (ITSM) Conference & Exhibition.

[The Pink Elephant conference](#), to be held February 21<sup>st</sup> to 24<sup>th</sup>, 2010, at the Bellagio Hotel in Las Vegas, Nevada, is the world's largest gathering of professionals focused on ITSM and Information Technology Infrastructure Library (ITIL). ComSci is proud to be a sponsor of the upcoming Pink Elephant conference.

Steve Bozzo, CIO of 1-800-FLOWERS.COM, will present a case study based on his company's work with ComSci. Bozzo's presentation, *Delivering Profitability through IT Cost Transparency*, details how 1-800-FLOWERS.COM used ComSci's TFM solutions to enable its brand line of business executives to understand IT costs and its impact on their brand's profitability.

"The success of our business depends on technology, and we want business to control how IT is used. How much of our on-going 'lights-on' IT expense is justified? Could it be better spent elsewhere?" commented Bozzo in a recent interview. "We can only answer those questions with the full participation from the business, and, to do that, the business needs to understand the costs behind our use of IT."

As a technology-intensive business, IT is a significant and essential investment for 1-800-FLOWERS.COM. The company needed to understand how IT expenditures contributed to the growth and profitability of each of its brands. After a number of acquisitions, 1-800-FLOWERS.COM found itself in a situation where IT services were delivered centrally, yet the brands were not responsible for the IT costs. Since the costs were not being allocated to the brands, it was becoming more difficult to determine the true profitability of each brand.

ComSci worked with 1-800-FLOWERS.COM to add financial transparency and visibility to the brands' use of IT services. This involved establishing an IT services catalog with specific products and rate structures. The IT department generated mock bills and reviewed the results with brand presidents.

Bozzo's presentation will outline how this iterative approach delivered both immediate hard-dollar payback and significant soft benefits, such as building an enhanced partnership between IT and the 1-800-FLOWERS.COM brands.

For more information on this conference, please visit [www.pinkelephant.com/ITM10/](http://www.pinkelephant.com/ITM10/).

#### **About ComSci**

ComSci delivers Technology Financial Management solutions that empower organizations to implement more effective IT financial governance. Through decades of experience and a suite of web-based tools, ComSci helps IT organizations enhance technology transparency and visibility, which in turn enables business units to understand and optimize demand and utilization of technology resources. ComSci is headquartered in Iselin, New Jersey, and was founded in 1971. ComSci clients include companies such as The Bank of New York Mellon, NYU Langone Medical Center, 1-800-FLOWERS.COM, Memorial Sloan-Kettering Cancer Center, SAP, and UBS Investment Bank.

Visit [www.comsci.com](http://www.comsci.com) for further information.

**About 1-800-FLOWERS.COM, Inc.**

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 30 years, 1-800-FLOWERS.COM, Inc. has been providing customers with fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, balloons and plush stuffed animals perfect for every occasion. 1-800-FLOWERS® (1-800-356-9377 or [www.1800flowers.com](http://www.1800flowers.com)), was listed as a Top 50 Online Retailer by Internet Retailer in 2006, as well as 2008 Laureate Honoree by the Computerworld Honors Program and the recipient of ICMI's 2006 Global Call Center of the Year Award. 1-800-FLOWERS.COM offers the best of both worlds: exquisite arrangements created by some of the nation's top floral artists and hand-delivered the same day, and spectacular flowers shipped overnight from its Fresh From Our Growers® collection. As always, 100% satisfaction and freshness are guaranteed. The Company's BloomNet® international floral wire service provides ([www.mybloomnet.net](http://www.mybloomnet.net)) a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably.

The 1-800-FLOWERS.COM, Inc. "Gift Shop" also includes gourmet gifts such as popcorn and specialty treats from The Popcorn Factory® (1-800-541-2676 or [www.thepopcornfactory.com](http://www.thepopcornfactory.com)); cookies and baked gifts from Cheryl&Co.® (1-800-443-8124 or [www.cherylandco.com](http://www.cherylandco.com)); premium chocolates and confections from Fannie May® confections brands ([www.fanniemay.com](http://www.fanniemay.com) and [www.harrylondon.com](http://www.harrylondon.com)); wine gifts from Ambrosia® ([www.ambrosia.com](http://www.ambrosia.com)) and Geerlings&WadeSM ([www.geerwade.com](http://www.geerwade.com)); gift baskets from 1-800-BASKETS.COM® ([www.1800baskets.com](http://www.1800baskets.com)) and DesignPac® gifts ([www.designpac.com](http://www.designpac.com)); Celebrations® ([www.celebrations.com](http://www.celebrations.com)), a new premier online destination for fabulous party ideas and planning tips. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

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