

FOR IMMEDIATE RELEASE

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

### 1-800-FLOWERS.COM® Uses ComSci to Deliver Predictability to Its Brand Profitability

ComSci Provides Technology Transparency and Visibility Solution

**Edison, NJ, November 10, 2008** – ComSci, LLC, a leading provider of Technology Financial Management (TFM) solutions for IT cost transparency and chargeback, today announced that the web-based flower and gift company 1-800-FLOWERS.COM INC. has deployed ComSci’s TFM solution to clarify the IT expenditures and, ultimately, the profitability of each of its brands and business units.

“ComSci has brought transparency and visibility to our IT expenditures across the entire company,” said Steve Bozzo, CIO of 1-800-FLOWERS.COM. “As a technology-intensive business, IT is a significant and essential investment for 1-800-FLOWERS.COM. We needed to understand how our IT expenditures contributed to the growth and profitability of each brand.”

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 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 a product catalog with specific product and rate structures. The IT department generated mock bills and is reviewing the results with brand presidents. This iterative approach will lead to an enhanced partnership between IT and the brands.

By working with ComSci, 1-800-FLOWERS.COM has made brand profitability more predictable and more understandable. Now, the brands have a better understanding of what they are paying for by IT service, application, and product. As a result business units and IT are strengthening their partnership. “The Brands now understand the financial impact of their use of technology,” continued Bozzo, “so they are able to make better and more informed decisions. The visibility and transparency enabled by ComSci has made our use of technology more efficient and more closely aligned with our business strategy.”

The ComSci Technology Transparency and Visibility solution provides CIOs and their clients—the business units—with “one bill” covering **ALL** technology services. The result: business-unit executives have insight into their consumption and utilization of all IT services. ComSci’s flexible and easily deployed BillBrowser™ web-based reporting tool provides business-unit managers reports that illustrate their consumption and spending by end-user product, application, and project.

#### About 1-800-FLOWERS.COM

1-800-FLOWERS.COM, Inc. is the world’s leading florist and a provider of specialty gifts for all occasions. 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)), is one

of the top 50 online retailers by *Internet Retailer*, 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, 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® ([www.mybloomnet.net](http://www.mybloomnet.net)) international floral wire service provides a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably.

The 1-800-FLOWERS.COM, "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)); exceptional 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)); gourmet foods from Greatfood.com® ([www.greatfood.com](http://www.greatfood.com)); wine gifts from Ambrosia® ([www.ambrosia.com](http://www.ambrosia.com)); gift baskets from 1-800-BASKETS.COM® ([www.1800baskets.com](http://www.1800baskets.com)) and DesignPac as well as Home Decor and Children's Gifts from Plow & Hearth® (1-800-627-1712 or [www.plowandhearth.com](http://www.plowandhearth.com)), Wind & Weather® ([www.windandweather.com](http://www.windandweather.com)), HearthSong® ([www.hearthsong.com](http://www.hearthsong.com)) and Magic Cabin® ([www.magiccabin.com](http://www.magiccabin.com)). 1-800-FLOWERS.COM, Inc. stock is traded on the NASDAQ Global Select Market under ticker symbol FLWS.

#### **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 Edison, New Jersey, and was founded in 1971.

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

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