

Teleflora Bake a Batch Grand Prize Member Florist Sweepstakes

OFFICIAL RULES

SWEEPSTAKES BEGINS 12:00 AM PACIFIC STANDARD TIME (“PST”) ON MAY 1, 2009 AND ENDS AT 11:59 PM PST ON SEPTEMBER 21, 2009 (the “Promotion Period”). NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW.

1. ELIGIBILITY: Teleflora Bake a Batch Grand Prize Member Florist Sweepstakes (“Sweepstakes”) is open only to legal residents of the fifty (50) United States, District of Columbia and Canada (excluding residents of Quebec, Puerto Rico, U.S. Virgin Islands and Guam) who are of legal age of majority in their jurisdiction of residence (and at least eighteen (18) in the U.S. and nineteen (19) in Canada). Entrants must be a Teleflora LLC member florist in good standing as of May 1, 2009. Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and the decisions of Teleflora LLC (“Sponsor”), which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. Sponsor reserves the right to verify eligibility qualifications of the winner.

2. HOW TO ENTER: Automatically receive one (1) Sweepstakes entry with the purchase of at least five (5) of the following codified Teleflora Christmas containers: 09X100, 09X200, 09X300, 09X400, 09X500 and 09X600 (collectively, “Eligible Products”). The volume of Eligible Products purchased will not award additional Sweepstakes entries. Such purchases can be made individually at any time during the Promotion Period. To participate without purchase, send a 3 x 5 card with your name, name of flower shop, flower shop address, and flower shop telephone number to: Teleflora Bake a Batch Grand Prize Member Florist Sweepstakes, 11444 W. Olympic Blvd. 6th FL, Los Angeles, CA 90064, Attn: Consumer Marketing Department. Limit one (1) entry per flower shop. Multiple entries will be void. Participation in the Sweepstakes constitutes consent for Sponsor to obtain your name, address, telephone number and other information for the purpose of administering this Sweepstakes. Sponsor and any prize provider and their respective affiliates and each of their respective parent company, officers, directors, managers, members, owners, shareholders, partners, trustees, employees, agents and representatives (collectively, “Released Parties”) assume no responsibility for entries that are processed, reported, or transmitted late or incorrectly or are lost or misdirected for any reason whatsoever nor for any other error, problem or malfunction of any kind, whether computer, network, telephonic, technical, mechanical, human or otherwise, relating to or in connection with this Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, processing of entries, notification of winner, announcement of the

prize or in any Sweepstakes-related materials, or for the inability to access the website associated with the Sweepstakes.

3. PRIZE: Winner will be randomly selected from among all eligible entries. One (1) Grand Prize winner will receive \$5,000 to remodel his/her flower shop (ARV: US\$5,000). Total ARV: US\$5,000. All gift cards are subject to the terms and conditions specified by the issuer. All prize details are at Sponsor's sole discretion. Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Federal, state and local taxes and other expenses not specified herein are winner's sole responsibility. Prize is non-negotiable and not redeemable for cash, credit or merchandise except as specified. No substitutions or cash redemption of the prize is permitted except that Sponsor retains the right to substitute a prize of comparable or greater retail value. Additional restrictions may apply.

4. DRAWING: The potential winner will be selected in a random drawing held within one month after the end of the Promotion Period from all eligible entries received. Odds of winning depend on the number of eligible entries received. The potential winner will be notified by mail, phone or e-mail within one month after the end of the Promotion Period and winner may be required to execute and return an affidavit of eligibility (or if a resident of Canada, a Declaration), a liability release and, where lawful, a publicity release within seven days of date of issuance. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner within a reasonable time period or a potential winner is not in compliance with these Official Rules, the prize will be forfeited and, at Sponsor's discretion and time permitting, an alternate winner selected. Any Canadian resident who is a potential winner of any prize must correctly answer a time-limited mathematical skill-testing question administered by telephone without assistance or mechanical or electronic aid in order to receive a prize. If a selected Canadian potential winner cannot be reached by telephone within a reasonable time period or answers the skill testing question incorrectly, as determined by Sponsor in its sole discretion, he/she may be disqualified, and, at Sponsor's discretion, the prize will be awarded to an alternate winner. The owners of the Teleflora member florists shop shall be deemed the potential winner of the Sweepstakes.

5. LIMITATIONS OF LIABILITY: Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered or garbled entries, orders or e-mail for any reason whatsoever, or for any other error, problem or malfunction of any kind; nor for interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or difficulties of any kind whether

human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries or orders, the announcement of the prize, or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Entrants, by participating, agree that Sponsor, and its respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses, actions or damages of any kind, including without limitation, related to personal death, damage to property, infringement of proprietary rights, rights of publicity or privacy or defamation resulting in whole or in part, directly or indirectly, from (1) participation in the Sweepstakes or (2) acceptance, use or misuse of any prize (including any travel or activity related hereto), whether under a theory of contract, warranty, tort, (including negligence, whether active, passive, or imputed) strict liability, product liability, contribution, or any other theory.

6. GENERAL CONDITIONS: If for any reason this Sweepstakes is not capable of running as planned, Sponsor in its sole discretion, may disqualify any individual, void entries and/or terminate, modify or suspend this Sweepstakes or any portion thereof. In the event the Sweepstakes is terminated, Sponsor may, at its discretion, conduct a random drawing to award the prize for the drawing at issue from among all eligible, non-suspect entries received for such drawing prior to such action. Winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. All information collected will be treated in a manner consistent with Sponsor's privacy policy and the consent given at time of entry.

The Sweepstakes is governed by the laws of the State of California, with venue in Los Angeles, California, and all claims must be resolved in the appropriate state and federal courts of Los Angeles, California. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

7. WINNERS LIST: For a list of the winner, send a self addressed envelope to: Teleflora Bake a Batch Grand Prize Member Florist Sweepstakes Winners, 11444 W. Olympic Blvd. 6th FL, Los Angeles, CA 90064, Attn: Consumer Marketing Department.

8. SPONSOR: Teleflora LLC, 11444 West Olympic Blvd., 6th FL, Los Angeles, CA 90064.