



PRESS RELEASE

FTD Mothers' Day Ideas Bloom with Personality

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FTD Group, Inc., a leading provider in floral products and services to consumers and retail florists, shares ideas with personality this Mothers' Day including matching the meanings of individual fresh flowers to mom's personality. Personalizing floral bouquets by using the "language of flowers" is a heartfelt way to express your emotions for Mom on Sunday, May 8th. Mothers everywhere enjoy receiving flowers for Mothers' Day, but a bouquet that is carefully designed by a local professional FTD florist to emulate Mom's unique disposition will honor her like no other gift. Reflect your Mom's individuality this Mothers' Day by working with your local FTD florist to select blooms that complement her unique personality.

A gift she can identify with

Designing a bouquet may seem like a pretty daunting task, but all one really needs to do is consider the top five adjectives that best describe Mom. Your local FTD florist will then help you choose fresh flowers endowed with individual meanings from a palette of colors, textures and shapes. For instance, if your mom is your go-to source for solace and advice, anchor your perfect bouquet with a few beautiful and fragrant irises that illustrate a Mother's wisdom. Then add colorful snapdragons to represent the abounding graciousness Mom has shown you from birth.

If your mom has been a constant companion and a calming influence on your life, then paint a living picture of her with a beautifully tiered bouquet of bluebells and freesia nestled against a backdrop of garden chervil. Bluebells are representative of constancy and freesia communicates calmness, while garden chervil implies sincerity. To add fullness and color to this arrangement, reflect your Mom's temperate essence with azaleas, her purity with gerbera daisies, her sensitivity with mimosas and her amazing ability to balance all of her demands with larkspur.

Is your Mom a real firecracker and a true best friend? Then create a more lively bouquet that expresses her energy but still captures her delicate femininity. Use gardenias to express childlikeness and crocus for joy. Daisies can also be added as a symbol of youth while white lilacs and buttercups bring gladness and innocence to the mix. Stay in the spirit of your dynamic and vivacious personalities visually by weaving ivy throughout your floral composition. Ivy recognizes friendship among a mother and child.

Some common flowers and their meanings are:

Adoration: sunflowers

Aspiring: alstroemeria

Balanced: larkspur

Calmness: freesia

Constancy: lisianthus

Elegance: dahlia

Friendship: roses

Gladness: white lilacs

Gracious lady: snapdragon

Gratitude: pink carnation

Perfect happiness: pink roses

Playful Joy: hyacinth

Purity: gerbera

Sunshine: yellow tulips

Symbol of Love: aster

Wisdom: iris

Youth: daisies

FTD knows what moms love

Rushing to get the message out to mom? Use the convenience of the leading and most trusted floral delivery service in the nation, FTD. Since 1910, FTD has ensured all Mothers were taken care of on their special day. And, there are three ways to shop: call/visit your local florist, call 1-800-SEND-FTD or shop at www.FTD.COM. Choose among an endless selection of colorful pre-designed arrangements including The Laura Ashley Bouquet presented by FTD®. It is filled with pink lilies, snapdragons, yellow carnations and purple waxflower that absolutely bursts from a beautifully traditional ceramic vase. This vase is designed by Laura Ashley and was inspired by her widely recognized "Isabelle" pattern. It features an intricate floral design, which incorporates a soft and truly lovely color scheme. This arrangement is sure to have your mom beaming as brightly as the lilies that inspired her smile.

For the forever charming and sophisticated mother, choose the FTD® Timeless Elegance™ Bouquet. This enchanting arrangement with a vase inspired by Michael Weems designs offers the deep, rich purple of lisianthus balanced by the delicate tints of white Oriental lilies. This stunning ensemble is placed in an elegant violet-hued glass vase featuring a feminine scroll design with a frosted coating that adds a velvety visual texture.

There are as many ways to say, “I love you” and “Thank you” as there are personalities of moms out there. This Mother’s Day, though, make it personal and make it special with a little help from FTD. Whether you choose to create your own personalized bouquet with an assisting FTD floral designer at your local FTD flower shop, or you visit www.FTD.COM and select from an array of floral compositions and other non-floral gifts, you’re sure to find the perfect gift for that one of a kind mom who has always been there for you.

About FTD Group, Inc.

FTD Group, Inc. is a holding company for FTD, Inc., which is a provider of floral services and products and a direct marketer of flowers and specialty gifts.

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