

Consumer FAQ

1. What did FTD announce?

- On June 3, 2019, we commenced cases under Chapter 11 as we pursue the sales of our businesses to interested parties.
- During this process, we are providing customers with the exceptional floral, specialty foods, gifts and related products, as well as outstanding service, they expect from us.
- You can continue to place new orders through our websites. Pending orders will be filled and delivered on time through our florist network members.
- Please visit FTD.com and the websites for our other brands, which are continuing to help you celebrate and honor life's most memorable moments through our premier floral and gifting products.

2. Why did the Company take these actions? Why now?

- With the advice and support of our outside advisors, we have initiated this court-supervised restructuring process to provide an orderly forum to facilitate sales of our businesses as going concerns and to enable us to address our outstanding debt.

3. Will the Company continue to operate during the Chapter 11 process?

- We are operating in the ordinary course and remain focused on supporting our extensive network of member florists and business partners connected by our iconic FTD brand in North America and Latin America.
- Our other businesses, including ProFlowers, Shari's Berries and Personal Creations, are also continuing to provide floral, specialty foods, gifts and related products to consumers.

4. Will my order be fulfilled? Will it arrive on time?

- During this process, we are providing customers the exceptional floral, specialty foods, gifts and related products, as well as outstanding service, they expect from us.
- You can continue to place new orders through our websites. Pending orders will be filled and delivered on time through our florist network members.
- Please visit FTD.com and the websites for our other brands, which are continuing to help you celebrate and honor life's most memorable moments through our premier floral and gifting products.

5. Will there be any changes in the types of products available?

- We are continuing to provide floral, specialty foods, gifts and related products to consumers.
- We remain focused on continuing to deliver exceptional customer experiences.

6. What does this mean for ProFlowers customers?

- The ProFlowers website will continue to serve customers and process orders.
- You can continue to place new orders through ProFlowers.
- Pending orders will be filled and delivered on time through our florist network members.

7. What happens if I previously scheduled a delivery? Will it still be delivered? Will it arrive on schedule?

- Pending orders will be filled and delivered on time through our florist network members.
- We do not expect any changes to previously scheduled deliveries.

8. Will I be able to use my gift card?

- Yes. As part of the court-supervised restructuring process, we have received interim court approval to honor gift cards issued prior to the filing and we will seek final approval in the near term.

9. Will my Harvest Fruit / Flower of the Month Club deliveries continue through the end of the period I have paid for?

- Yes. Pending orders will be filled and delivered on time through our florist network members.

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10. When do you expect to complete this process?

- We intend to move through this process as quickly and efficiently as possible.
- We will update you as soon as we have news to share.

11. Where can I get further information about the filing?

- Additional information about the court-supervised restructuring process is available on the Company's restructuring website, www.FTDrestructuring.com.