

Vendor FAQ

1. What did FTD announce?

- FTD Companies, Inc. and substantially all of our domestic subsidiaries have filed voluntary petitions commencing cases under Chapter 11 to facilitate the completion of our strategic initiatives resulting from the Company's previously announced strategic review.
- This process enables us to continue and protect our ongoing business operations – including our relationships with our member florists and business partners – and provides an efficient and binding mechanism for us to complete the potential sales of our businesses and to address outstanding debt.
- 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.

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. What is the status of the strategic initiatives?

- We have already made significant progress completing our strategic initiatives, including:
 - Entering into a definitive asset purchase agreement with an affiliate of Nexus Capital Management LP to acquire FTD's North America and Latin America Consumer and Florist businesses, including ProFlowers;
 - Entering into a non-binding letter of intent with a strategic investor to acquire Personal Creations;
 - Entering into a non-binding letter of intent with Farids & Co., LLC, which is owned by Tariq Farid, founder of Edible Arrangements, LLC, to acquire Shari's Berries;
 - Completing the sale of U.K.-based Interflora to a subsidiary of The Wonderful Company; and
 - Implementing a new operating model for ProFlowers to better support the FTD florist network and reduce costs.

4. What are the details of the asset purchase agreement? Who is Nexus Capital?

- We have entered into a definitive asset purchase agreement with an affiliate of Nexus Capital Management LP to acquire the North America and Latin America FTD Consumer and Florist businesses, including ProFlowers.
- Nexus Capital is a California-based private equity sponsor, and we are excited about the skill, experience and stability that they would bring to our businesses.
- We believe this transaction will serve to enhance FTD's strong relationships with our valued member florists and business partners.
- This asset purchase agreement is subject to certain closing conditions, as well as higher or better offers for the North America and Latin America Consumer and Florist businesses and approval of the court.
- We will seek to close this transaction as soon as possible in accordance with milestones agreed to with our lenders.

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5. What are the details of the letters of intent?

- We have entered into non-binding letters of intent with potential buyers of our other businesses.
- Specifically, we have entered into a non-binding letter of intent with a strategic investor to acquire Personal Creations.
- We also entered into a non-binding letter of intent with Farids & Co., LLC, which is owned by Tariq Farid, founder of Edible Arrangements, LLC, to acquire Shari's Berries.
- These letters of intent are subject to us reaching definitive asset purchase agreements that would be implemented through court-supervised sale processes designed to achieve the most favorable sale terms for the businesses.
- These sales would be subject to court approval and the satisfaction of any other closing conditions that are in the definitive agreements.
- We will seek to close these transactions as soon as possible in accordance with milestones agreed to with our lenders.

6. 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.

7. Do you have sufficient liquidity / access to cash?

- We have received interim approval from the court to access up to \$47 million of our \$94.5 million in debtor-in-possession ("DIP") financing. We will be requesting final approval to access the remainder of the DIP financing in the near term.
- The DIP financing, combined with cash generated from our ongoing operations, will be used to, among other things, support the business during the court-supervised restructuring process.

8. Will vendors to the Company be paid for goods or services provided after the filing date?

- We intend to pay in full under normal terms for goods and services provided on or after the filing date.
- We have received interim approval from the court to access up to \$47 million of our \$94.5 million in DIP financing.
- The DIP financing, combined with cash generated from our ongoing operations, will be used to, among other things, support our business during the court-supervised restructuring process.

9. Will vendors to the Company be paid for goods and services delivered prior to the filing date?

- Under U.S. bankruptcy law, unpaid debts for goods and services provided to the Company prior to the filing date, also known as "prepetition claims," generally cannot be paid without specific court approval.
- Any claims for such goods and services will be addressed as part of the Chapter 11 process.
- We sincerely regret any inconvenience this may cause.

10. Will FTD continue to order goods and services from its vendors?

- The Company will continue to order goods and services based on customer demand and market conditions.
- We are relying on you to continue providing the products and services we need.

11. How long will this court-supervised restructuring process take to complete?

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

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12. How do I file a proof of claim?

- The Company's claims agent, Omni Management Group, will provide the appropriate forms once a deadline for filing claims has been set.
- Proof of claim forms and other information about the claims process will be available on a separate website administered by the Company's claims agent, Omni Management Group, at www.omnimgt.com/FTD.

13. How can I obtain more information?

- Additional information about the court-supervised restructuring process is available on the Company's restructuring website, www.FTDrestructuring.com.
- Bankruptcy Court filings and other information related to the court proceedings are available on a separate website administered by the Company's claims agent, Omni Management Group, at www.omnimgt.com/FTD, or by calling Omni representatives toll-free at 1-866-205-3144 or 1-818-906-8300 for calls originating outside of the U.S.