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FlowerPetal.Com Blooms to a 200% Increase in Valentine's Day Sales

FlowerPetal.Com takes a page from corporate America and sees the results

Chicago, IL –Thursday, February 16th, 2006– Chicago based start up FlowerPetal.Com saw its sales soar this Valentine's Day as overall flower sales decrease as a percentage of Valentines Day sales. FlowerPetal.Com's successes follows the same pattern as many entrepreneurial businesses. As their industry fluctuates they have exploited technology to keep the company growing while embracing the customer service efficiencies of successful large corporations. The company has also realized its better to not go it alone and is constantly expanding its channel partnerships which have led to a substantial increase in order volume.

Brian Crummy, President and co-founder of FlowerPetal.com admits, "We've identified corporations such as Nordstrom's and CDW and embraced the ideals and philosophy's that have propelled these companies to the top of their industries. Jason Felger, managing director of the Chicagoland Entrepreneurial Center agrees, "The practice of learning from larger organizations is an often-overlooked facet of successful entrepreneurial businesses."

FlowerPetal.com is one of many Chicago based e-commerce companies that blends a new economy business model to a historically stodgy industry. Overall, Sales in Valentine's Day gift-related web sites increased 22% in the month leading up to the holiday vs. a year ago, comScore Networks Inc. reports. Sales reached \$907 million in Flowers, Greetings & Gifts; Health & Beauty; and Jewelry & Watches categories, from \$743 million a year ago.

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FlowerPetal.Com is a provider of e-commerce floral solutions for use in non profit fundraising, employee/student discount programs and a direct marketer of flowers and specialty gifts.