

MEMORANDUM

To: All Option Members, Member Organizations and ROTs  
 From: Market Watch  
 Date: July 2, 2007  
 Re: **New Options Listing: 1-800-Flowers.com, Inc. (UHF/FLWS)**

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The Philadelphia Stock Exchange (PHLX) will begin trading options on 1-800-Flowers.com, Inc. (UHF/FLWS) effective Tuesday, July 3, 2007.

**Specialist Unit:** Group One Ltd  
**Position/Exercise Limit:** 50,000 contracts  
**Expiration Cycle** February  
**Option Symbol & Cusip No.:** UHF: 682 43Q 106

1-800-Flowers.com, Inc. (UHF/FLWS)  
 (Beginning 7/3/2007)

			Calls	Puts				Calls	Puts
UHF	JUL	5	GA	SA	UHF	AUG	2 1/2	HZ	TZ
UHF	JUL	7 1/2	GU	SU	UHF	AUG	5	HA	TA
UHF	JUL	10	GB	SB	UHF	AUG	7 1/2	HU	TU
					UHF	AUG	10	HB	TB
UHF	NOV	5	KA	WA	UHF	FEB	7 1/2	BU	NU
UHF	NOV	7 1/2	KU	WU	UHF	FEB	10	BB	NB
UHF	NOV	10	KB	WB	UHF	FEB	12 1/2	BV	NV

Questions regarding this release may be directed to Market Watch at 1-800-THE-PHLX, choice #2 or (215) 496-1508.