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Contact: Erin Dasey

1800 802035

support@petalsnetwork.com

Petals Worldwide Florist Network Announces Website Redesign & Grand Opening

Redesigned Site Showcases Petals' Award Winning Floral Products for Consumers

Armidale, NSW —(December 19, 2011)—Petals Florist Network, a leading floral relay service offering hand-arranged, hand-delivered flower arrangements by local florists throughout Australia and New Zealand, announced today the redesign and launch of its primary website www.petals.com.au, making it more convenient for consumers to [send flowers](#) to friends and family just in time for Christmas.

The company's website has been around for more than 10 years and over the years has built a large online presence. The makeover takes advantage of the latest advancements in technology and modern design, and makes www.petals.com.au one of the leading and most innovative online floral sites in Australia.

The new layout allows for a streamlined shopping experience with easier navigation and product search. Customers will be able to search for specific products by colour, price or flower type. Petals now offers an efficient, user friendly shopping cart and secure online payment system. Customers are able to place multiple orders for multiple recipients seamlessly in the one transaction.

In honour of the launch, Petals is offering 15% off to all customers who place orders by the 25th of December – including Petals exclusive [Christmas selection](#). To take advantage of this special offer, customers will need to enter PROMO CODE "**makeover**" during checkout.

About Petals Florist Network

Petals Network is one of Australia's premier flower delivery services connecting customers with the nation's best local [florists](#) for more than 20 years. All of Petals' flower arrangements are artistically hand-arranged and hand-delivered using only the freshest [flowers](#) available through its member florist network. Headquartered in Armidale, NSW, Petals has over 1,600 member florists throughout Australia, New Zealand and the UK. In April 2011, Petals was acquired by an affiliate of Teleflora US (a company that is not affiliated with Teleflora Australia), making Petals part of the world's leading flower delivery service, connecting customers florists worldwide for over 75 years. Petals and Teleflora US (not affiliated with Teleflora Australia) have over 18,000 member florists throughout North America, Australia and New Zealand, with an additional 20,000 affiliated florists worldwide. Through its extensive member florist network, web sites including www.petals.com.au, www.petalsnetwork.co.nz and



www.teleflora.co.nz and its free call 1-800-PETALS (1-800-738-257), the company offers consumers fast, convenient and high-quality flower bouquets and arrangements for all occasions.