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Petals Worldwide Florist Network Announces New Christmas Items

The New Hand-Arranged Christmas Products Enhance Petals' Award Winning Line-Up

Armidale, NSW —(December 6, 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 it has launched six (6) new items for Christmas 2011.

The company's first occasion specific product offering strengthens its already best-in-class product selection. The Christmas items will be offered to consumers through Petals' consumer web site, www.petals.com.au, as well as Petals' extensive network of 1,600 local, quality conscious florists from Australia, New Zealand and around the world.

"We are extremely excited to expand our product selection for Christmas 2011 and will be supporting the product launch through a series of in-store merchandising, direct mail and online campaigns," said Petals' Managing Director Michael Martin. "This is something all Petals Member Florists can get excited about and we look forward to continuing the practice in 2012."

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.