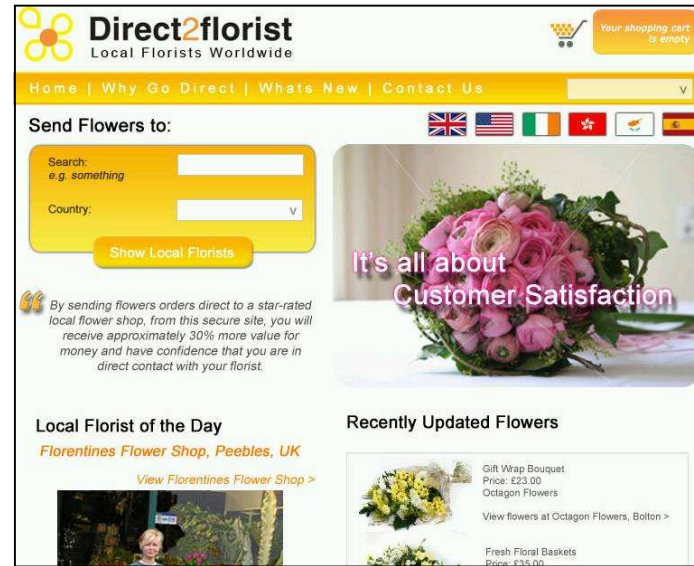


Direct2florist NEWS

Sneak preview!

direct2florist has its 1st makeover. Giving the site more visual impact, the new design is sure to look amazing.



Bigger & Fuller
Giving each florist on d2f bigger pictures
Want d2f? Call 01204 452000

NEWS d2f has now employed a press release company to manage and promote exposure of the new service to national newspapers, magazines and local press.



Read all about it!
Front cover exposure + d2f article on inside pages.



This months FW&B magazine feature direct2florist on the front cover.

florist2florist

Connecting Florists Worldwide

Email: simon@florist2florist.com
Tel 01204 452000 Fax 01204 452001
www.florist2florist.com www.direct2florist.com

1st JULY 2007

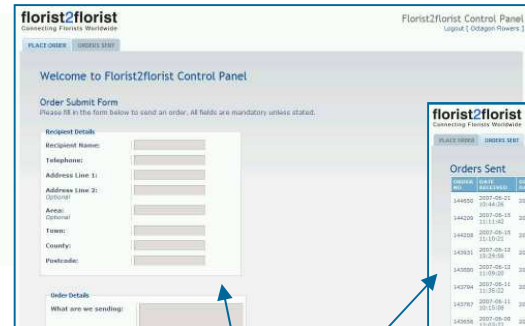
NEW! Send your orders on the Internet.
Just log-in from any PC - Send & View orders



Click www.florist2florist.com
And click **LOG IN** (top right)



Log in details.
This is your florist2florist UK number and password.
Call for password.



Features:
Place order and receive global order number instantly.
View names of delivering florists, telephone numbers and amount charged to your card.

Order ID	Date	Time	Florist Name	Amount	Status
144888	2007-06-21	10:00	Canada - 2008	15.00	OK
144889	2007-06-21	10:00	UK - 2008	15.00	OK
144890	2007-06-21	10:00	UK - 2008	15.00	OK
144891	2007-06-21	10:00	UK - 2008	15.00	OK
144892	2007-06-21	10:00	UK - 2008	15.00	OK
144893	2007-06-21	10:00	UK - 2008	15.00	OK
144894	2007-06-21	10:00	UK - 2008	15.00	OK
144895	2007-06-21	10:00	UK - 2008	15.00	OK
144896	2007-06-21	10:00	UK - 2008	15.00	OK
144897	2007-06-21	10:00	UK - 2008	15.00	OK
144898	2007-06-21	10:00	UK - 2008	15.00	OK
144899	2007-06-21	10:00	UK - 2008	15.00	OK

f2f opening times 9-5pm Mon/Fri 10/2pm on Sat



**Promote your florist at
a bargain price!**

We have secured a super
deal that passes
MAJOR discount to all f2f
and d2f customers.



If you are considering
118 advertising
—give f2f a call—
save money!



T: 01204 401897
**Call to find out how
many enquiries 118
receive for your area.**

florist2florist

Do not leave flowers outside!

It's a pain, but its part of the job. Here follows our guide lines for procedure when recipient not home.

- (1) Give to neighbour and put a card through recipients door advising where flowers are.
- (2) No Neighbours? Put card through recipients door to say you have attempted delivery. Advise them to ring florist to arrange re-delivery.
- (3) No Neighbour / No letter box? Ring the sending shop or ring f2f.

Do not leave flowers outside. Bouquets left on doorstep that are stolen/not received will not be paid for.

Kalpna & House of Flowers in Ware & Steve at Hilltop in Hilltop tell us they take pictures of "everything that goes out the door"



We agree this is a great way to protect your reputation in the event of 3rd party complaint.

WELCOME to all our new MEMBERS

Quick welcome to all our new members. We look forward to helping bed you in to your new service. If any of you have any questions or would like to talk about the way it is working please do not hesitate to call us on 01204 452000

We hope you will be very happy with us and look forward to dealing with all of you.

Regards

Simon