

---

## TELEFLORA AND STAND UP TO CANCER JOIN FORCES

---



*Hand-Arranged, Hand-Delivered Flowers From Teleflora Support Cancer Innovation* **LOS ANGELES (August 18, 2008)** – Teleflora, the world’s leading floral service offering only hand-arranged, hand-delivered floral arrangements by local Teleflora florists, announced today the launch of a partnership with *Stand Up To Cancer* (SU2C) a new initiative to raise philanthropic dollars for accelerating ground-breaking cancer research. As part of this partnership, Teleflora will feature two bouquets tied to SU2C on teleflora.com through July 31, 2009. Every time a consumer purchases either arrangement, Teleflora will donate 20% of the purchase price to the organization.

On September 5, 2008 (8 p.m. EDT and PDT) ABC, CBS and NBC will donate one hour of simultaneous commercial-free primetime for a nationally televised fundraising event aimed at rallying the public around the goal of ending cancer’s reign as a leading cause of death. By bringing together industry professionals, as well as mediums such as television and the web, SU2C will fund cutting-edge research and push cancer from a disease that takes lives to one people can survive.

“Charitable giving is an important part of Teleflora’s philosophy and we are proud to align ourselves with an organization that is working with the top experts in cancer research and forging a new way to develop breakthroughs that will put an end to all kinds of cancer,” said Shawn Weidmann, president, Teleflora. “By bringing together the best and brightest scientific minds in cancer research and investing in their projects, SU2C is taking the bureaucratic obstacles out of the way. Through the gift of flowers, we can be part of the movement to help push cancer innovation forward.”

Teleflora will offer customers a standard and deluxe Stand Up To Cancer Bouquet available at two different price points (\$49.95 and \$69.95 including delivery charges, excluding taxes) on teleflora.com and Teleflora will donate 20% to SU2C. Once purchased, these dazzling floral bouquets of orange roses and alstroemeria, yellow Asiatic lilies, pink Matsumoto asters, hot pink miniature gerberas and green button spray chrysanthemums are hand-arranged in a modern glass cube vase and delivered by a local Teleflora florist.

“Cancer claims one person every minute of every day in the United States. Every year in this country, it takes the lives of more than half a million people...worldwide, cancer kills more than six million people annually,” said Laura Ziskin, producer of the September 5th broadcast and a cancer survivor. “We want everyone to know that they can make a difference in this fight and I want to thank Teleflora for providing another avenue for people to do so.”

---

For more information on Teleflora's partnership with SU2C and how you can get involved, please visit [www.teleflora.com/su2c.asp](http://www.teleflora.com/su2c.asp) or call 310.966.8328.

**About Stand Up To Cancer**

Stand Up To Cancer is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders, whose lives have all been affected by cancer in significant ways.

Stand Up To Cancer's leadership team includes Katie Couric; Laura Ziskin executive producer of the September 5th telecast and a cancer survivor; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (who is also Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen, and Vice President Kathleen Lobb; the Noreen Fraser Foundation and its executives Noreen Fraser (who is also a cancer survivor) and Woody Fraser, and Rusty Robertson and Sue Schwartz also of the Robertson Schwartz Agency; and nonprofit executive Ellen Ziffren, whose husband, noted L.A. attorney Ken Ziffren, played a pivotal role in bringing together the three networks for the broadcast special.

**About Teleflora** Teleflora is the world's leading floral service offering the best choice in floral arrangements and convenient local delivery. Headquartered in Los Angeles, California, Teleflora has approximately 20,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Teleflora offers industry-leading floral arrangements and gifts, technology, marketing and education services. Through its extensive member florists' network, Web sites including HYPERLINK "<http://www.teleflora.com>" [www.teleflora.com](http://www.teleflora.com) and HYPERLINK "<http://www.findaflorist.com>" [www.findaflorist.com](http://www.findaflorist.com), and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products.

**Contact:**

Missy Miller, Teleflora - 310.966.8328 [mmiller@teleflora.com](mailto:mmiller@teleflora.com)