

Edgar Filing: 1 800 FLOWERS COM INC - Form 8-K

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events

On September 6, 2011, 1-800-FLOWERS.COM, Inc. issued a press release announcing the sale of its WTN Services business. Sale price for the business was \$12 million in cash at closing with the potential for an additional \$1.5mm upon achieving specified revenue targets. "This transaction illustrates our focus on managing our business to provide the best leverage of our assets while further strengthening our balance sheet," said Jim McCann, CEO. A copy of the press release is included as Exhibit 99.1 and is incorporate herein by reference.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

The following exhibits are furnished with this Form 8-K:

99.1 Press Release dated September 6, 2011.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

1-800-FLOWERS.COM, Inc.

By: /s/ William E. Shea
William E. Shea
Chief Financial Officer, Senior Vice-President
Finance and Administration

Date: September 6, 2011