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**TELEFLORA PROMOTES JIM TALARICO TO
CHIEF INFORMATION OFFICER**

LOS ANGELES (June 27, 2011) – Teleflora, the world’s leading floral delivery service, announced today that Jim Talarico has been promoted to the position of Chief Information Officer. Prior to this, he was the Vice President of Florist Technology for Teleflora. Talarico’s promotion is effective immediately.

“Technology has become an increasingly important aspect of the floral industry and Teleflora’s member florists have grown to rely on its capabilities,” said Shawn Weidmann, President, Teleflora. “There is an increased need for integration between our various technology offerings and internal systems. With Jim’s vast knowledge and guidance, it makes sense that he leads both Teleflora’s IT and POS efforts.”

Over the past several years, under Jim’s leadership, Teleflora’s florist technology team has designed, delivered and serviced the industry’s leading POS suite of products. Jim has been instrumental in the software development of Teleflora’s four industry leading point-of-sale systems: Daisy, Eagle, Dove POST™ and RTI.

Recently, Jim played a critical role in conceptualizing, developing and rolling out Dove POST™ system tiers Standard, Pro and Enterprise. These point-of-sale systems consist of new features that help florists boost productivity, increase profitability, and enhance credit card data security.

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As a well-known, respected member of the technology committee for Society of American Florists (SAF), Jim is one of the foremost authorities on credit card security and PCI compliance.

About Teleflora

Teleflora is the world's leading flower delivery service connecting customers with the nation's best local [florists](#) for more than 75 years. All of Teleflora's flower arrangements are artistically arranged and hand-delivered in keepsake vases using only the freshest [flowers](#) available through its member florist network. Headquartered in Los Angeles, California, Teleflora has over 16,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Through its extensive member florist network, Web sites including www.teleflora.com and www.findaflorist.com, and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products. Follow [Teleflora on Facebook](#).

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