

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

1 800 FLOWERS COM INC
Form 8-K
March 03, 2004

SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 8-K

Current Report Pursuant
to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event Reported):
February 19, 2004

1-800-FLOWERS.COM, INC.

(Exact Name of Registrant as Specified in its Charter)

Delaware 0-26841 11-3117311

(State or Other Jurisdiction of (Commission File Number)
(I.R.S. Employer Identification Incorporation) Number)

1600 Stewart Avenue
Westbury, New York 11590
(516) 237-6000

(Addresses, including zip code, and telephone numbers,
including area code, of principal executive offices)

Item 7. Financial Statements and Exhibits.

(c) Exhibits

99.1 Press release of 1-800-FLOWERS.COM, Inc., dated February 19, 2004.

Item 9. Regulation FD Disclosure

The Press Release attached as Exhibit 99.1 and incorporated by reference herein is being furnished pursuant to Item 12- Results of Operations and Financial Condition, of Form 8-K and is being presented under Item 9 of Form 8-K in accordance with interim guidance issued by the Securities and Exchange Commission in Release Nos. 33-8216 and 34-47583. This information is not deemed to be "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934 and is not incorporated by reference into any registration statement filed under the Securities Act of 1933.

SIGNATURES

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.

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1-800-FLOWERS.COM, INC.

DATE: March 3, 2004

By: /s/ William E. Shea

William E. Shea
Chief Financial Officer
Senior Vice-President-Finance
and Administration

Exhibit Index

| Exhibit Number | Description |
|-------------------|--|
| ----- | ----- |
| 99.1 | Press release of 1-800-FLOWERS.COM, Inc., dated February 19, 2004. |