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**FTD, Inc. Consummates Merger**

DOWNERS GROVE, Ill., February 24, 2004 -- FTD, Inc. today announced that the merger of the Company with Nectar Merger Corporation, a subsidiary of Mercury Man Holdings Corporation, has been completed. Upon consummation of the merger, each issued and outstanding share of FTD common stock, other than treasury shares and shares owned by Mercury Man Holdings Corporation, was cancelled and converted automatically into the right to receive \$24.85 per share in cash. The transaction was led by Green Equity Investors IV, L.P., an affiliate of Leonard Green & Partners, L.P.

FTD remains headquartered in Downers Grove, Illinois, and Robert L. Norton, FTD's Chief Executive Officer, will continue in his position. FTD Class A common stock, which had been quoted on the Nasdaq National Market (Symbol: FTDI), will no longer be publicly traded.

Mr. Norton stated, "We are extremely pleased to have completed this transaction. We believe that this transaction will enable FTD to continue to build upon the leading position of our Florist and Consumer Businesses."

Peter J. Nolan, managing partner of Leonard Green & Partners, said, "We are delighted to have completed this transaction and look forward to our partnership with FTD and its management team led by Bob Norton. Leonard Green is committed to growing FTD's Florist and Consumer Businesses while continuing to provide high quality service to FTD florists and consumers."

FTD stockholders who have stock certificates in their own name will receive instructions by mail from Computershare Investor Services LLC, the paying agent, concerning how and where to forward their certificates for payment. FTD stockholders should exchange their stock certificates for the merger consideration promptly following receipt of these materials. It is not possible to defer recognition of income for tax purposes by delaying the exchange of stock certificates. Brokers will handle conversion for those holding FTD common stock through a brokerage account.

### **About FTD**

FTD, Inc., supported by its worldwide FTD brand, is a leading provider of floral services and products. FTD's Florist Business primarily markets floral products and services to approximately 20,000 FTD members and other retail locations offering floral products in the U.S. and Canada and connects approximately 29,000 additional florists through affiliated or related organizations in 150 countries outside of North America. FTD's Consumer Business is a direct marketer of flowers and specialty gifts, primarily through the [www.FTD.COM](http://www.FTD.COM) Web site and 1-800-SEND-FTD telephone number. Additional information about FTD is available at its Web site, [www.FTDI.com](http://www.FTDI.com).

### **About Leonard Green & Partners**

Leonard Green & Partners is a private Los Angeles-based merchant banking firm specializing in organizing, structuring and sponsoring management buy-outs, going-private transactions and recapitalizations of established public and private companies. Leonard Green & Partners has significant investments in Petco Animal Supplies, Inc., Rite Aid Corporation, VCA Antech, Inc., Rand McNally, The Sports Authority, Inc., Liberty Group Publishing, Inc., Leslie's Poolmart, Inc. and Varsity Brands, Inc. Leonard Green & Partners is the largest private equity firm in Southern California managing in excess of \$3.6 billion of private equity capital.