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**FTD COMPANIES, INC. AND PROVIDE COMMERCE TO COMBINE BUSINESSES CREATING A FLORAL AND GIFTING COMPANY WITH ANNUAL REVENUE OF OVER \$1 BILLION**

- Diversifies and Expands Floral and Gift Offerings,  
Broadens Consumer Reach and Enhances Shopping Experience
- Expected to be Accretive to FTD's 2015 Cash Earnings Per Share  
Excluding Transaction-Related and Integration Costs
- More Than \$25 Million of Annualized Cost Synergies Expected

**DOWNERS GROVE, ILL. & ENGLEWOOD, Colo. (July 30, 2014)**— FTD Companies, Inc. ("FTD") (NASDAQ: FTD) and Liberty Interactive Corporation ("Liberty") (NASDAQ: LINTA, LINTB, LVNTA, LVNTB) today announced that they have executed a definitive agreement under which FTD will acquire Liberty's Provide Commerce floral and gifting businesses. Under the terms of the \$430 million transaction, Liberty will receive 10.2 million shares of FTD common stock representing 35% of the combined company and \$121 million in cash. FTD and Liberty expect to complete the transaction by the end of 2014.

The strategic combination of FTD's brand and floral network with the Provide Commerce collection of established and highly recognizable consumer gifting e-commerce brands, which include ProFlowers, Shari's Berries and Personal Creations, will further FTD's vision to become the world's leading and most trusted floral and gifting company. The transaction will unite two highly complementary businesses, generate material cost synergies and create a team with "best-in-class" operating strategies. FTD

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matters. FTD stockholders are urged to read the proxy statement carefully when it is available, as it will contain important information that stockholders should consider before making a decision about the transaction. In addition to receiving the proxy statement from FTD in the mail, stockholders will also be able to obtain the proxy statement, as well as other filings containing information about FTD, without charge, at the SEC's web site, [www.sec.gov](http://www.sec.gov), or from FTD at its website,

[www.ftdcompanies.com](http://www.ftdcompanies.com), or FTD Companies, Inc., 3113 Woodcreek Drive, Downers Grove, IL 60515, Attention: Corporate Secretary.

**Participants in Solicitation**

FTD and its executive officers and directors may be deemed to be participants in the solicitation of proxies from FTD's stockholders with respect to the proposed transaction. Information regarding any interests that FTD's executive officers and directors may have in the transaction will be set forth in the proxy statement.

**Contacts for FTD**

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