

Sybase 365 Partners With Digby To Provide End-To-End Mobile Marketing Solution For Retailers Like 1-800-FLOWERS

Integrated Mobile Marketing Solution Features Hyper-Targeted Mobile Advertising Platform

Sybase 365, a subsidiary of Sybase, Inc. (NYSE: SY), the global leader in mobile messaging services today announced a partnership with Digby, a leading provider of mobile commerce solutions for retailers, to provide a full service mobile marketing and mobile advertising platform for retailers. 1-800-FLOWERS.COM, INC. (Nasdaq: FLWS), the world's largest florist and gift shop, will be the first major retailer to launch a campaign using the comprehensive solution.

Sybase 365 AvantGo Mobile Advertising Services SMS Ad Exchange, in conjunction with the Digby mobile commerce platform, enables retailers and other advertisers to promote and drive traffic to their virtual stores, where consumers can learn more about an offer and make a purchase using their mobile device.

Mobile Marketing has emerged as one of the most effective ways of reaching a truly targeted audience with compelling and relevant offers, said Jim McCann, CEO and founder of 1-800-FLOWERS.COM. The Sybase 365 Mobile Advertisement platform in conjunction with Digby empowers users to take advantage of timely offers right from their phone. This combination represents a great step forward for retailers evaluating mobile marketing and can provide another way for our customers to act on their thoughtfulness.

Retailers are always looking for new ways to gain access to key demographics to promote their goods and services. Mobile subscribers, who are already receiving mobile content, can now be targeted with appropriate and relevant advertisements in the same SMS message.

Retailers are interested in using mobile advertising to drive new sales from this untapped market, but until now this required a large effort to coordinate all the moving parts, said Dave Sikora, CEO and founder of Digby. Our partnership with Sybase 365 allows us to offer retailers a seamless mobile experience that greatly facilitates user discovery of offers, user interaction with the retailer as well as monetizing the offer from the mobile phone.

With research indicating that in the US alone, the mobile ad market will grow in excess of \$5 billion by 2012, there is a tremendous opportunity for retailers and advertisers, said Michael Kurtzman, managing director of AvantGo Mobile Advertising Services for Sybase 365. We are very excited about working with Digby to extend the mobile value proposition.

Retailers can now:

- Deploy hyper-targeted SMS campaigns based on user demographics
- Create customized calls-to-action including click through, click to call and short codes
- Deploy mobile web storefronts that provide a full commerce experience
- Track campaign metrics including response rates and sales

About 1-800-FLOWERS.COM, INC.

1-800-FLOWERS.COM, INC. is the world's leading florist and gift shop. For more than 30 years, 1-800-FLOWERS.COM, INC. has been providing customers with fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, balloons and plush stuffed animals perfect for every occasion. 1-800-FLOWERS (1-800-356-9377 or www.1800flowers.com), is one of the top 50 online retailers by Internet Retailer, as well as 2008 Laureate Honoree by the Computerworld Honors Program and the recipient of ICMI's 2006 Global Call Center of the Year Award.

1-800-FLOWERS.COM offers the best of both worlds: exquisite arrangements created by some of the nation's top floral artists and hand-delivered the same day, and spectacular flowers shipped overnight from its "Fresh From Our Growers" collection. Also, visit 1-800-Flowers en Espanol (www.1800flowersenespanol.com). The Company's BloomNet(R) international floral wire service provides (www.mybloomnet.net) a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably.

About Sybase 365

Sybase 365, a subsidiary of Sybase, Inc. (NYSE: SY), is the global leader in SMS, MMS and GRX mobile messaging interoperability, the delivery and settlement of SMS and MMS content, mobile commerce and enterprise-class messaging services. Processing more than 200 billion messages per year, Sybase 365 reaches more than 700 mobile operators and 3 billion subscribers around the world. For more information, visit: www.sybase.com/365 Read Sybase Blogs: <http://blogs.sybase.com>

About Digby

Digby is the premier mobile commerce solution provider powering the mobile channel for top retailers. The award winning Powered by Digby platform delivers an optimized shopping experience with both web and application based mobile storefronts that include easy search, browse and purchase capabilities, personal information integration, secure wallet and location based service functionality. Led by software industry veterans, the privately held company is headquartered in Austin, Texas. For additional information, please visit www.digby.com.