

PRESS RELEASE

15th February 2010

****PHOTO OPPORTUNITY****

What: Bunches Managing Director Danielle Turner & the team celebrating the firm's 21st Birthday.

When: Tuesday 23rd February 2010 at 11am

Where: Bunches Florapost, 19 Hazelford Way, Newstead Village, Nottinghamshire, NG15 0DQ

Contact / Confirm attendance: Jenny Histed Marketing & PR Co-ordinator on (01623) 729989 or email jennifer.histed@bunches.co.uk

Bunches Celebrate Birthday Milestone by Thanking Customers

Newstead based online florist, Bunches is celebrating its 21st birthday by rewarding the loyal customers who have contributed to its longevity. The 'flowers by post' firm was established in 1989 by Nottinghamshire couple Erik & Sandra Hoving who began selling flowers on a stall in the Four Seasons Shopping Centre in Mansfield. Over two decades on, the family firm is now managed by their daughter Danielle Turner, has an annual turnover of over £6.5 million and delivers over 400,000 bouquets across the U.K every year.

To celebrate its birthday, Bunches is surprising 21 customers with one of its luxury bouquets. Danielle comments; "We are very proud of what we have achieved over the past 21 years. Our success is thanks to our hard working, dedicated in-house team and the ongoing support of our thousands of customers. Therefore, we are saying thank you to 21 of our most loyal customers by sending one of our Platinum bouquets this February."

Despite the recession affecting many local firms, business is blooming at Bunches which experienced 15% growth during 2009. The company underwent a £1 million premises expansion in 2007 and has plans to increase its workforce by recruiting six additional full-time members of staff during 2010 to cope with demand. Danielle continues; "Bunches' philosophy is all about creating smiles and happy customers who will continue to order from us. We believe in keeping things simple by providing

excellent customer service and quality flowers at the right price. Using the same principle we hope to continue our success for the next 21 years!”

2010 will be a double celebration for Danielle and her husband Dan who is a Graphic Designer at Bunches, as they are expecting their first child in May this year.

-ENDS-

For further press information, contact Jenny Histed Marketing & PR Co-ordinator on (01623) 729989 or email jennifer.histed@bunches.co.uk

Notes to Editors

Bunches.co.uk is a mail order florist, delivering beautiful bouquets across the U.K. Founded in 1989, Bunches.co.uk is a family firm which began selling flowers on a stall in a Mansfield shopping centre. 21 years on, Bunches now operates from a purpose built unit in Newstead and has successfully delivered over 2.7 million bouquets. A dedicated in-house team oversee the whole order process from purchase to packing and delivery, ensuring quality remains the priority throughout.

Bunches.co.uk offer an extensive range of bouquets, guaranteed to create a smile whatever your budget or occasion. For further information, visit www.bunches.co.uk or call 0800 626249.