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**JONES THE FLORIST AND UNITED WAY OF GREATER
CINCINNATI ANNOUNCE 2009-10 CAMPAIGN
PARTNERSHIP; THROUGH FLORAL AND GIFT SALES,
UP TO \$250,000 TO BE DONATED TO UNITED WAY**

United Way Campaign Chair A.G. Lafley Supports The Effort

CINCINNATI, OH- May 1, 2009 – Cincinnati-based Jones the Florist and United Way of Greater Cincinnati will partner on an effort aimed at increasing fundraising for the United Way through an incremental donation program dubbed ‘Send Jones+Live United’ tied to all Jones the Florist floral and gift orders for two United Way annual campaign cycles, from May 1 – December 31, 2009, and from January 1, 2010 – April 30, 2010, with the potential for a \$ 250,000 gift to United Way. “This new partnership is a great opportunity to get even more people engaged in supporting United Way while they also enjoy some beautiful Jones flowers. It’s a true win-win”, A.G. Lafley, Chairman of the Board and CEO, Procter & Gamble, and 2009 United Way of Greater Cincinnati Campaign Chair.

“The current economic situation is proving particularly challenging for all philanthropic organizations and United Way is no exception, as it works towards meeting its fundraising goals for their 2009 and 2010 campaign cycles. We are highly supportive of United Way and developed this partnership program with the goal of broadening awareness of their vital role in our community and to raise significant funds to support

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their efforts. We also want to inspire other businesses in our community to get more involved in helping the non-profit sector”, noted David Fisher, President, Jones the Florist.

Robert C. Reifsnnyder, president, United Way of Greater Cincinnati, said “We’re very grateful to David Fisher for conceiving this idea. It’s a wonderful example of how people truly Live United and do what they can to advance the common good.”

All orders during the program timeframes, whether a business or an individual order that’s delivered locally or sent out of town via the FTD wire service, will be counted towards the United Way total contribution. Jones the Florist will give a percentage of each floral or gift sale to United Way, with an incremental increase per order, as the Jones the Florist floral & gift orders increase, up to about \$ 3.00 per order.

The ‘Send Jones+Live United’ program will be officially announced on Tuesday, May 5, at United Way’s Leaders and Legends luncheon at the Duke Energy Center. The Send Jones+Live United’ program will be promoted through United Way of Greater Cincinnati’s 2009 and 2010 campaign efforts, as well as through Jones the Florist to their corporate and individual customers.

About United Way of Greater Cincinnati

United Way of Greater Cincinnati was founded in 1915. United Way is focused on education, income and health – the building blocks for a good life – and works to ensure children and youth succeed and families and individuals achieve financial stability. The organization provides programs and services in 10 counties: Hamilton, Brown and Clermont and the Middletown area of Butler in Ohio; Boone, Campbell, Grant, and Kenton in Northern Kentucky; and Dearborn and Ohio counties in Southeast Indiana. The annual campaign is a partnership with American Red Cross, Cincinnati Area Chapter. For more information about United Way, please visit www.uwgc.org.

About Jones the Florist

Since 1865, Cincinnati’s Jones the Florist, the 2nd oldest florist in the United States, has blended skillful creativity with an extensive array of the finest quality seasonal flowers, plants and gifts to make every occasion memorable. Jones’ award-winning design team is one of the most highly regarded in the region specializing in corporate programs, unique arrangements and special gifts. With a design center in Blue Ash, and a Downtown retail location, Jones additionally offers candy gift selections through Sweets in Bloom and special event and wedding floral creations through Arrangements by Jones the Florist. For more information or to place an order 24 hours a day, call 513-961-6622 or online at www.jonestheflorist.com.

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