

Cahill Represents 1-800-FLOWERS.COM, Inc. in Agreement to Acquire PersonalizationMall.com

Date: 02/18/20

Cahill advised 1-800-FLOWERS.COM, Inc. in its signing of a definitive agreement to acquire PersonalizationMall.com, a leading online retailer of personalized products that offers thousands of products available with a broad range of innovative personalization options. The acquisition, for \$252 million in cash (subject to certain working capital and other adjustments), includes the PersonalizationMall.com website and its new, state-of-the-art 360,000 square foot production and distribution facility in Bolingbrook, Illinois. As a result of the acquisition, PersonalizationMall.com will become a wholly-owned subsidiary of 1-800-FLOWERS.COM, Inc. The closing of the acquisition is subject to the satisfaction of customary closing conditions, including regulatory approval.

Attorneys

- Craig M. Horowitz
- Mark J. Gelman