
Cahill Advises 1-800-FLOWERS.COM in Sale of PersonalizationMall.com and Things Remembered

Date: 09/29/26

Cahill advised 1-800-FLOWERS.COM, Inc. in connection with the company's agreement to sell PersonalizationMall.com and Things Remembered to PlanetArt, LLC in an all-cash transaction valued at approximately \$45 million.

In connection with the transaction, 1-800-FLOWERS.COM and PlanetArt also expect to enter into a commercial agreement that will enable 1-800-FLOWERS.COM to continue offering select PersonalizationMall.com products to its customers following the closing of the transaction. The transaction is anticipated to close within the coming weeks, subject to customary closing conditions.

1-800-FLOWERS.COM, Inc. is a leading provider of thoughtful expressions designed to help inspire customers to give more, connect more, and build more and better relationships.

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