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PRESS RELEASE

May 1, 2009, 8:32 a.m. EST

Charitable Children: The Joy of Giving Back Extends to Mother's Day Gifting

--Kathy Davis and Flowerbud.com Partner with Limited Edition Greeting Card and Floral Ensemble to Help Families in Need



PR Newswire

United Business Media

AMBLER, Pa., May 1, 2009 /PRNewswire via COMTEX/ -- A new partnership this Mother's Day between Kathy Davis, a celebrated artist, greeting card designer and chief executive and visionary officer of the lifestyle brand that bears her name, and Flowerbud.com, an award-winning national flower company that solely ships hand-selected, premium-grade flowers direct from the nation's top growers, is answering today's growing consumer demand for gift choices that offer an added benefit by giving something back to others.



Beginning Friday, May 1 through Friday, May 15, the limited edition Kathy Davis Mother's Day bouquet, a vibrant grouping of Flowerbud.com's freshest gathering of field flowers that includes radiant sunflowers, fragrant stock flower, Wax-flower, Bupleurum and Huckleberry Twigs, will be available with a special Kathy Davis American Greetings Corporation (AM 6.76, +0.22, +3.36%) sunflower greeting card at www.flowerbud.com, where a \$4.00 donation from each sale will benefit the Sunshine Foundation, an organization that works diligently to make the dreams of seriously ill, physically challenged and abused children across the U.S. come true.

"Today's consumers want to participate with brands that go beyond themselves -- brands that give back to support important causes, help communities they serve, protect the environment," explain Kathy Davis. "Our new Mother's Day partnership with Flowerbud.com gives children the ability not only to recognize mom, aunts and grandmothers this year, but to use their dollars to give a gift that gives twice -- one that scatters even more joy to other children in need of support and a smile."

According to the National Retail Federation's 2009 Mother's Day Consumer Intentions and Actions Survey, the majority of Americans (66.8%) will choose to purchase flowers to recognize the special women in their lives.

The limited edition Kathy Davis Mother's Day Bouquet benefiting the Sunshine Foundation is available at www.flowerbud.com for \$72.00 and includes flowers, Kathy Davis American Greetings sunflower greeting card and standard overnight FedEx shipping. Consumers may also include a vase for an additional \$20.00.

ABOUT KATHY DAVIS STUDIOS, INC.

Touching more than 50 million consumers annually, Kathy Davis is one of the world's leading and most respected designers. Davis manages an extensive portfolio of more than 15,000 designs, acting as Chief Executive Officer and Chief Visionary Officer of the Ambler, Pa. - based company that bears her name. Kathy's brand promise to "Scatter Joy," which defines both her work and the mission of her company, is also the title of her

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best selling book, Scatter Joy: Living, Giving and Creating A Life You Love, and the joy-sharing Web site, www.scatterjoy.com. Kathy Davis Studios, Inc. now operates under four brand names: "Kathy Davis," "The Studio at Kathy Davis," "Portfolio - Kathy Davis Studios," and "Fred and Lorraine." For more information, please visit www.kathydavisstudios.com.

ABOUT FLOWERBUD.COM

Headquartered in Portland, Ore., Flowerbud.com is a premier national flower provider that celebrates nature's miracles by delivering flowers as vibrant as the moment they were cut. Consistently recognized as an outstanding e-commerce company that offers unsurpassed quality and beauty in every bouquet, Flowerbud.com solely ships hand-selected, premium-grade flowers in boxes direct from the nation's top growers. Offering both single variety flower bunches with high bud and stem counts along with multiple flower variety bouquets, the company's product lasts a longer time than that from more traditional outlets as it is harvested and sold at its optimum stage of development. For more information, please visit www.flowerbud.com.

ABOUT THE SUNSHINE FOUNDATION

Headquartered in Feasterville, Pa., the Sunshine Foundation's sole purpose is to answer the dreams of chronically ill, seriously ill, physically challenged and abused children ages three to eighteen, whose families cannot fulfill their requests due to financial strain that the child's illness may cause. For more information please visit www.sunshinefoundation.org.

SOURCE Kathy Davis Studios, Inc.

www.kathydavisstudios.com

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