



May 3, 2007

Debbie Dujanovic, Eyewitness News Investigative Reporter
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Dear Ms. Dujanovic,

As the national trade association representing more than 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about references to flowers. Florists are contacting us about the promotion for the "Flower Fake-Out" story, airing tonight. It says: "Reporter Debbie Dujanovic discovered a secret side to ordering flowers. She spent hundreds of dollars ordering bouquet after bouquet. And every time, she got taken. You could be cheated... and never know! Uncovering the flower fake-out."

We are sorry to hear that you had some less than notable experiences when ordering floral gifts.

Our assumption is that your story focuses on fictitious phone listings, which is the misrepresentation of a store's name and location in telephone books and directory assistance. This issue causes a loss of business for local professional florists, but perhaps the biggest impact is on the consumer.

The out-of-state company misleads people into feeling they are ordering flowers from a local florist, but without their knowledge are being call-remote forwarded to another state. Consumers are being deceived into thinking they are doing business with a local company when they're not. Fictitious phone listings are unethical and unfair.

Currently, 22 states have legislation against this practice, making it illegal to knowingly misrepresent the geographic location of a business. Utah is not one of them.

Local professional florists are committed to providing excellent product and service. To help your viewers choose a local professional florist for Mother's Day, please share these tips from the Federal Trade Commission:

- Ask family, friends and co-workers for florist recommendations.
- Deal only with shops that list a street address with their phone number. If using directory assistance, also ask for a street number and address. If there isn't one, consider doing business elsewhere.
- When you call the florist, ask for directions to the shop. If they hesitate, consider that a red flag.

Your viewers may be interested in the flower trends and ordering advice posted on our consumer Web site, www.aboutflowers.com. The site features a Florist Directory of our member florists, searchable by name, city and state, and zip code.

I hope you find this information useful. If you ever need floral advice, please do not hesitate to contact the Society of American Florists.

Thank you for your time and attention.

Sincerely,

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