



FLOWERLING

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FOR IMMEDIATE RELEASE

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An App Built to Reward The Planet, and Delight Users.

Designed to shake up the ways and whys we send flowers, **Flowerling** allows users to send flowers anytime, anywhere in a moment's notice via their iOS device. **Flowerlings** bud, bloom, and wilt in real time with a lifespan of eight days... **digitally!** And, with every **Flowerling** sent, we plant a live tree in Madagascar through our partnership with Eden Reforestation Projects—Plus, the app comes complete with a real-time planted tree counter. And, with over 25,000 trees planted to date, **Flowerling** is well on its way to rewarding the planet by offsetting our global carbon footprint.

Each **Flowerling** Rose, Bouquet, and Plant is professionally curated and photographed by our own floral stylists and design team. Photographs are rendered using our proprietary IP, creating the real-time, digital aging that unfolds for the user over eight days. This unique interface allows users to experience real-time aging of their **Flowerlings** via their iOS device. For wilted **Flowerlings**, options to add food or water to extend their lifespan are available. There is no other app experience like it in the world.

With more and more people focused on the state of our planet, **Flowerling** allows users to do what they already love to do – send flowers – but in a new and unique way that brings joy and happiness to those who receive them, and makes a positive impact on the world we all share.

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FLOWERLING™

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