

April 27, 2009

Jenny Scala  
Director, Consumer Marketing  
Society of American Florists  
1601 Duke Street  
Alexandria, VA 22314

Dear Ms. Scala,

Thank you for your letter to Mikael Thygesen regarding a recent postcard the Society of American Florists received from Potomac Mills.

The postcard received by SAF was part of a one-time regional campaign for Administrative Professionals Day and was meant to be a light hearted view of how much we all rely on our administrative assistants. It was in no way meant as a slight or negative reference to florists or their products.

We hope that SAF will accept our sincere regrets for any misinterpretation of this campaign.

Sincerely,



Michele C. Sullender  
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cc: Mikael Thygesen, President