

From: Jenny Scala <jenny.scala@safnow.org>
Subject: [from the SodexoUSA.com website] Concern with Press Release
Date: April 20, 2009 10:44:43 AM EDT
To: PR.USA@sodexo.com

Dear Mr. Hillenmeyer,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. Floral business owners have contacted us to express disappointment with Sodexo's March 30 press release, "Practical Gifts Show Workplace Appreciation in a Tight Economy: Sodexo's Esteem Pass program offers unique options for Administrative Professionals Day, April 22." Specifically: *"Today's troublesome economy might make it difficult to justify flowers or company-paid lunches ..."*

SAF realizes that advertising is competitive but supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose Sodexo's Esteem Pass incentive gift card for many positive reasons. Therefore making references to flowers to make your gift cards stand out seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful advertisements.

On behalf of the floral industry, SAF requests that you eliminate the reference to flowers in your promotions and reconsider this negative approach in future campaigns.

Thank you for your time and consideration.

Sincerely,
Jenny Scala

Jenny Scala

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