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Creative Flavor Releases Enhanced Web Site for Lehrer's Flowers

Denver, Colo.—November 11, 2005— Creative Flavor, a full-service interaction architecture and design firm, recently launched a completely re-developed web site for local florist Lehrer's Flowers, viewable at www.thinkflowers.com.

The administrative tools and ordering functions set a new benchmark for e-commerce operations in the floral industry. The most noteworthy features include:

Site Management System: Lehrer's Flowers can adjust sales tax rates, set featured products, create coupon codes, update the web site's design and run product reports in minutes.

Product Management System: Products and categories can be shown or hidden in two clicks. This will allow Lehrer's to "turn off" holiday and seasonal floral arrangements in minutes without deleting them from the database. Next season, the same items can quickly be "turned on." This means many hours and dollars will be saved because the database is permanent.

Affiliate Management System: By automatically calculating donation and discount amounts for each affiliate order and running reports, this system allows the Lehrer's Affiliate Program manager to give more attention to more productive tasks.

Lehrer's Rewards Program: Customers receive points for each product ordered. Points can be redeemed for discounts on future orders.

Petal Prizes: Rewards customers with gift certificates to be redeemed at various Lehrer's strategic business partner locations.

Customer Options: Lehrer's Flowers customers will be able to place a single order and send to multiple recipients if they choose. In the past, separate orders had to be placed for each

recipient. Now, customers spend less time placing orders and Lehrer's associates can spend less time processing them.

These and other features have established an online environment that is simple and useful for Lehrer's Flowers customers, which promotes return visits and future orders. Moreover, all aspects of their web presence can be smoothly managed, which makes this a tremendous time and cost saver for the company, therefore allowing Lehrer's Flowers associates more time to focus on customer service, marketing efforts, order fulfillment, and other business tasks.

"The new ThinkFlowers.com has been a considerable time-saver for the company," said Lehrer's Flowers Executive Vice President Kevin Byerly. "The sophisticated features will only help our web division become more successful because we can now spend less time performing basic tasks and devote our attention to what matters most, the satisfaction of our customers."

Creative Flavor is pleased to have collaborated with an organization that is so eager to make their customers' online experience as positive and trouble-free as possible.

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About Lehrer's Flowers

Lehrer's has been family-owned and operated for over 50 years and is committed to providing the highest quality and service as a florist among many others. We will always be focused on our goal of giving our client the very best experience when working with us for their occasions. To learn more, please visit our web site at <http://www.thinkflowers.com>.

About Creative Flavor

Creative Flavor is a high-end eBusiness services provider specialized in Interaction Architecture. Dedicated to delivering highly-usable, informative products to a diverse group of clients in a number of industries, and providing quality customer service, Creative Flavor has quickly positioned itself as a valuable resource for businesses requiring a one-of-a-kind Internet presence. To learn more, please visit our web site at <http://www.creativeflavor.com>.