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1. Date

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Prior to _____ Date 1, 2013, FTD was a wholly owned subsidiary of United Online, Inc. ("United Online").

On November 1, 2013, United Online separated into two independent, publicly-traded companies: FTD

Companies, Inc. and United Online, Inc. (the "Separation"). Following completion of the Separation, FTD

Companies, Inc. became an independent, publicly-traded company on the NASDAQ Global Select Market

utilizing the symbol "FTD."