

FTD Group, Inc.  
Form 4  
September 20, 2007

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
VAN CLEAVE WILLIAM J

(Last) (First) (Middle)

3113 WOODCREEK DRIVE

(Street)

DOWNERS GROVE, IL 60515

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
FTD Group, Inc. [FTD]

3. Date of Earliest Transaction (Month/Day/Year)  
09/18/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)

Exec VP of FTD.COM

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount or Price   |  |   |
| Common Stock                    | 09/18/2007                           |  | M                              |   | 16,075 A \$ 3   | 45,742 <sup>(1)</sup>                                    | D   |
| Common Stock                    | 09/18/2007                           |  | M                              |   | 4,399 A \$ 3  | 50,141 <sup>(1)</sup>                                    | D   |
| Common Stock                    | 09/18/2007                           |  | S                              |   | 20,400 <sup>(2)</sup> D \$ 15   | 29,741 <sup>(1)</sup>                                    | D   |
| Common Stock                    | 09/18/2007                           |  | S                              |   | 2,200 <sup>(2)</sup> D \$ 15.01   | 27,541 <sup>(1)</sup>                                    | D   |
| Common Stock                    | 09/18/2007                           |  | S                              |   | 800 <sup>(2)</sup> D \$ 15.07   | 26,741 <sup>(1)</sup>                                    | D   |

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|              |            |   |              |   |          |            |   |
|--------------|------------|---|--------------|---|----------|------------|---|
| Common Stock | 09/18/2007 | S | 4,700<br>(2) | D | \$ 15.08 | 22,041 (1) | D |
| Common Stock | 09/18/2007 | S | 3,100<br>(2) | D | \$ 15.09 | 18,941 (1) | D |
| Common Stock | 09/18/2007 | S | 700 (2)      | D | \$ 15.1  | 18,241 (1) | D |
| Common Stock | 09/18/2007 | S | 400 (2)      | D | \$ 15.11 | 17,841 (1) | D |
| Common Stock | 09/18/2007 | S | 200 (2)      | D | \$ 15.12 | 17,641 (1) | D |
| Common Stock | 09/18/2007 | S | 400 (2)      | D | \$ 15.14 | 17,241 (1) | D |
| Common Stock | 09/18/2007 | S | 100 (2)      | D | \$ 15.17 | 17,141 (1) | D |
| Common Stock | 09/18/2007 | S | 2,141<br>(2) | D | \$ 15.18 | 15,000 (1) | D |
| Common Stock | 09/19/2007 | M | 700          | A | \$ 3     | 15,700 (1) | D |
| Common Stock | 09/19/2007 | S | 700 (2)      | D | \$ 15.1  | 15,000 (1) | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |              |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount or Number of Shares |
| Stock Option (right to buy)                | \$ 3   | 09/18/2007                           |  | M                              | 16,075  | 08/14/2007   | 09/30/2014  | Common Stock | 16,075                     |

|                             |      |            |   |       |            |            |              |       |
|-----------------------------|------|------------|---|-------|------------|------------|--------------|-------|
| Stock Option (right to buy) | \$ 3 | 09/18/2007 | M | 4,399 | 06/30/2007 | 09/30/2014 | Common Stock | 4,399 |
| Stock Option (right to buy) | \$ 3 | 09/19/2007 | M | 700   | 06/30/2007 | 09/30/2014 | Common Stock | 700   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                    |       |
|---|---------------|-----------|--------------------|-------|
|   | Director      | 10% Owner | Officer            | Other |
| VAN CLEAVE WILLIAM J<br>3113 WOODCREEK DRIVE<br>DOWNERS GROVE, IL 60515 |               |           | Exec VP of FTD.COM |       |

## Signatures

Jandy Tomy,  
Attorney-In-Fact

09/20/2007

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) 15,000 of securities beneficially owned are restricted shares subject to vesting requirements.
- (2) Shares sold pursuant to a 10b5-1 plan.

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