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**Contact:** David Karst  
BuySeasons, Inc.  
262.901.2000

## **BuySeasons, Inc. Reaches Hiring Milestone**

Milwaukee, October 12, 2009 – New Berlin-based BuySeasons, Inc. today announced it has reached a hiring milestone with the addition of the company’s 2,028<sup>th</sup> associate. BuySeasons, the largest online retailer of costumes and party supplies, currently employs approximately 195 full-time associates, 60 part-time associates and 95 year round seasonal associates. The company continues to hire seasonal associates to fill additional warehouse and call center positions for the company’s busiest season of the year.

“Our core staff does an incredible job throughout the year, but with the Halloween season being our busiest, we have the need each year for many seasonal employees,” said Jalem Getz, President and CEO. “This year, as we celebrate our tenth anniversary, we are pleased to have created more jobs than in previous years.”

Since January of this year, BuySeasons has received more than 12,500 applications for full-time, part-time and seasonal positions. Since June, the company has received more than 6,300 applications for seasonal positions.

To assist the seasonal workers in finding employment following the busy season, BuySeasons has joined with several other companies in Southeast Wisconsin to create the Wisconsin Seasonal Workforce Coalition. The goal of the Coalition is to help transition people to new positions, thus keeping them employed year-round. Other services provided by the Coalition at BuySeasons include resume writing assistance, interview technique seminars, job interviews and more.

“BuySeasons has worked hard to establish partnerships with area companies,” said Jalem Getz, President and CEO. “We strive to ensure that our associates have the opportunity to remain employed year-round. We look forward to many of them returning for our busy season year after year or finding full time employment with us or one of our partner companies.”

Founded in 1999 as an Internet specialty retailer, BuySeasons' flagship brand, BuyCostumes.com, is the leading online-only retailer of costumes and costume accessories. BuySeasons also owns and operates the Celebrate Express family of websites; BirthdayExpress.com, 1stWishes.com, and CostumeExpress.com. Celebrate Express offers one of the largest assortments of kid's costumes and birthday party supplies at any single location – online or offline. In addition, BuySeasons operates a private-label drop ship program for other Internet retail partners. BuySeasons, Inc. is a wholly owned subsidiary of Liberty Media Corporation attributed to the Liberty Interactive Group (NASDAQ: LINTA)

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