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BUYCOSTUMES.COM PREPARES FOR THE OFFICIAL LAUNCH OF EXCLUSIVE ANIMAL PLANET BRAND COSTUMES DUE TO HIT SHELVES THIS FALL

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BuyCostumes.com has been chosen by Discovery Commerce, the direct-to-consumer, home video and licensing division of Discovery Communications, the number one non-fiction media company, to develop, market, and distribute a fun new line of kids' costumes based on the Animal Planet brand and philosophy. The collaboration between BuyCostumes.com and Discovery Commerce began in 2007 and the company has been busy designing a new, elite quality line of children's [Halloween costumes](#) due to hit shelves this fall.

BuyCostumes.com already has a reputation for selling "must-have" exclusive lines of costumes and the soon-to-be released Animal Planet costumes are expected to be some of the most sought after children's costumes this Halloween. The costumes feature some of the world's rarest animals and are intended to highlight their imperiled status.

"We are excited to be partnering with another very well-known brand to offer our customers something truly unique," remarked Karen Van Ert, Director of Marketing for BuyCostumes.com. "We are honored to partner with Animal Planet which is known for making a difference in the lives of animals worldwide."

"Animal Planet's wildlife-focused programming enlightens and inspires kids and their families, and raises the awareness of endangered species," said Patrick Gates, president and general manager, Discovery Commerce. "Our partnership with BuyCostumes.com continues this mission by helping even the littlest animal lovers start to learn about animal conservation."

The animals selected for this year's launch include some of the lesser-known wild animals made famous by Animal Planet's television programs. **Meerkat Manor**, for example, is the inspiration for the Collector's Edition Animal Planet Meerkat Costume that will be available in both infant and toddler sizes. The Ring Tailed Lemur, introduced to the world through the program **Lemur Kingdom**, will be another crowd pleasing kid's costume this Halloween. Tiger, Monkey, and Sea Otter Collector's Edition Animal Planet Costumes will also be available at BuyCostumes.com and other select retail partners. Of these, the Tiger, Sea Otter, and Ring Tailed Lemur are listed among a number of endangered species lists.

Lori Joory, BuyCostumes.com's Designer and two-time Ernie Award Winner for children's-wear design, prides herself on combining a notable brand, high end fabrics and the finest detailing. According to Ms. Joory, "These costumes will have kids *roaring* in anticipation for all hallow's eve."

About BuyCostumes.com

Founded in 1999 as an Internet specialty retailer, BuyCostumes.com, is the leading online-only retailer of costumes and accessories. BuyCostumes.com offers one of the largest assortments of costumes and party supplies for adults and children at any single location -- online or offline.

About Discovery Commerce

Discovery Commerce is the e-commerce, direct-to-consumer, home video and licensing arm of Discovery Communications, the number-one non-fiction media company. Discovery Commerce extends the viewer experience through a wide array of entertaining and informative products and services, including innovative and enriching toys for children of all ages, fan gear for Discovery's popular series, and the best of Discovery's non-fiction programs and series on DVD. Discovery Commerce' selling channels include a robust online shopping site, www.discoverystore.com, the Discovery Channel Store Catalog, direct-to-response television (DRTV) and strategic third-party retail, ecommerce and merchandising partnerships. Domestic Licensing translates network brands into a wide variety of innovative product lines that are sold through well-known retailers throughout the United States.

About Animal Planet

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 94 million homes in the US; online assets www.animalplanet.com <<http://www.animalplanet.com>> , the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; PetsIncredible, a major producer and distributor of pet-training videos and includes web service PetVideo.com; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

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