

Media Statement

Issued by: Jalem Getz
President and CEO
BuySeasons Inc.

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“Since 1999, BuySeasons Inc. has grown exponentially and, via the company’s primary e-commerce website www.BuyCostumes.com, has become the world’s largest internet retailer of Halloween costumes and accessories. In that time, we’ve also turned heads from coast to coast when we mention that we’re based just outside of Milwaukee, Wisconsin. We are proud of that fact.

Due to record growth over the past seven years and planned growth for the foreseeable future, we are actively pursuing several options that will fuel future company expansion. We want to grow BuySeasons as we always have: methodically and deliberately. One option we are considering is to move our entire operation and our corporate headquarters to Milwaukee; specifically, we are researching an opportunity to develop in the Menomonee Valley. This is an excellent geographic location with a solid base of potential employees. We have met with City officials and other parties to determine the feasibility of this option. While it looks promising, there are challenges that we are working to overcome. We have not come to any final arrangements yet—these processes simply take time.

The location we select for development of our new corporate headquarters and operations center must make financial sense for our company and we must be able to move into the new facility no later than April of 2007 in order to continue operations seamlessly. Of all of the locations we’re considering at this time, the Menomonee Valley is one of the most appealing; however, as previously mentioned, we will need to overcome challenges before we can select this option. We will continue to do our due diligence efficiently to determine which expansion location makes the most sense for our company’s growth and continued success. We expect to make this important decision within the next several weeks.”

For more information, please contact:
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Fact Sheet: BuySeasons Inc.

- Jalem Getz founded BuySeasons Inc. in 1999 with the launch of its first e-commerce website, www.BuyCostumes.com. The company is currently headquartered in New Berlin, Wisconsin.
- In October 2005, HitWise, an independent internet monitoring company reported that BuySeasons' primary e-commerce website, www.BuyCostumes.com, had a 31.26% share of the online costume market, making BuySeasons, Inc. the largest retailer of costumes on the internet. In fact, one out of every three costumes purchased online comes from BuyCostumes.com.
- In 2005, *Inc. Magazine* named BuySeasons Inc. the fastest growing private company in Wisconsin. BuySeasons was ranked #75 in *Inc. Magazine's* Top 500 list of the fastest growing private companies in the United States.
- BuySeasons has reported 1,050% growth over the last three years and sales in 2005 reached nearly \$30 million. Over the next three years, BuySeasons expects to increase growth by more than 50% annually.
- In 2005, BuyCostumes.com introduced international shipping which enables the company to reach consumers in 45 countries.
- On the home front, BuySeasons employed an average of 150 FTEs last year and reached a peak of more than 300 employees. The company anticipates growing its employee base by 30-50% per year over the next three years.
- Most of BuySeasons' employees are hired from the local market in which it operates. BuySeasons is a great compliment to the Metro Milwaukee market because of the breadth and diversity of employment opportunities offered, including executive, high-tech IT, office professional, and marketing jobs as well as hundreds of skill-building jobs in customer service and distribution.
- By the summer of 2006, BuySeasons will have researched and evaluated several development sites on which the company could construct a new and larger corporate headquarters. Some of these sites are located in Wisconsin. BuySeasons needs to move into its new corporate headquarters and operations center no later than April 2007.