

## Media Statement

**Issued by:** Jalem M. Getz  
President and CEO  
BuySeasons Inc.

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One year ago, I announced BuySeasons had outgrown its corporate headquarters in New Berlin and was actively pursuing several possible locations both in and out of Wisconsin. Since then, we have worked diligently to secure a site large enough to handle our current operations and planned growth. Today I'm pleased to announce that we have found our new home, right here in New Berlin Wisconsin. New Berlin is a great place to live and work. This is great news for our employees who live in the area, and many of our vendors like Fed Ex Smart Post who are also located in New Berlin. Staying here allows us to maintain these great relationships which have been the foundation of our success.

While a toxic political environment in Milwaukee prevented us from relocating to the Menomonee Valley, it was the outpouring of support from the public and surrounding areas which reminded us the vast majority of Wisconsin is a great place for a business like ours. Ultimately it was the community of New Berlin who have supported our business since we first came here in 2004 that provided the best location for our new facility. I thank them for working with us to secure this great site.

The development and construction of our 360,000 sq. ft. corporate headquarters and distribution center will be managed by Willow Tree Development and is expected to be completed before April 2008. The facility will be located less than a mile south of Highway 43 at 5915 S. Moorland Road, an extension of the existing Westridge Business Park.

Working closely with New Berlin, we are also pleased to announce our new facility will be a "green" building which utilizes a number of best management practices to handle its site and storm water impact. With that in mind, we are incorporating LEED standards in the building design; a trend that not only creates a more sustainable and earth-friendly development, but incorporates measures that will reduce operating costs and increase the quality of life for our great employees.

About BuySeasons, Inc.

Founded in 1999 as an Internet specialty retailer, BuySeasons' flagship brand, BuyCostumes.com, is the leading online-only retailer of costumes and accessories. BuySeasons offers one of the largest assortments of costumes and party supplies for adults and children at any single location -- online or offline. In addition, BuySeasons operates a private-label drop ship program for other Internet retailers looking to cash in on the fast growing costume and party supplies markets. BuySeasons, Inc. is a wholly owned subsidiary of Liberty Media Corporation (LINTA).

For more information, please contact:

Jalem Getz, President, BuySeasons Inc.  
(262) 901-2000

## **Fact Sheet: BuySeasons Inc.**

- Jalem Getz founded BuySeasons Inc. in 1999 with the launch of its first e-commerce website, [www.BuyCostumes.com](http://www.BuyCostumes.com). The company is currently headquartered in New Berlin, Wisconsin.
- Jalem Getz received the Business Journal's 40 under Forty award in 2004 at age 31.
- BuySeasons, Inc. received the MMAC Future 50 award three consecutive times in 2002, 2003 and 2004, the maximum number of times the award can be given to a single company.
- In 2004 Entrepreneur Magazine named BuySeasons to its list of Hot 100 companies in America.
- Silicon Pastures, a Milwaukee based group of Angel Investors has cited BuySeasons as its most successful investment to date.
- In October 2006, HitWise, an independent internet monitoring company reported that BuySeasons' primary e-commerce website, [www.BuyCostumes.com](http://www.BuyCostumes.com), had a 30.5% 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. In 2006 BuySeasons was ranked the 2<sup>nd</sup> fastest growing company in Wisconsin by *Inc. Magazine*.
- On the home front, BuySeasons employed an average of 175 FTEs last year and reached a peak of more than 400 employees. The company anticipates growing its employee base by 30-40% 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 greater Waukesha County market because of the breadth and diversity of employment opportunities offered, including executive, high-tech IT, office professional, marketing, customer service and distribution.
- BuySeasons, Inc. was acquired by Liberty Media in August of 2006 (NASDAQ: LINTA).
- BuySeasons will remain a Wisconsin based company moving into a new corporate headquarters in New Berlin around April 2008.