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**BIRTHDAY BASHES MADE EASY:**  
**World's largest Internet retailer of costumes, BuyCostumes.com, expands business into Party/Birthday Celebration niche market.**  
*--Company has added 3,000 party products.--*

**Milwaukee, WI—June 13, 2006**—BuyCostumes.com, the world's largest internet retailer of costumes and accessories and a company that has dominated the Halloween industry since its launch more than 6 years ago, announces a market expansion into the children's Birthday party category. Now, after more than a year of research, planning and preparation, BuyCostumes.com has expanded its merchandise offering to include more than 3,000 Birthday Party products. The total number of items offered at BuyCostumes.com exceeds 13,000 SKU's, more than any other online party or costume retailer.

"This expansion makes sense for BuyCostumes.com as we're grounded in two core principals: life is made fun through costumes and parties, and celebrating in style shouldn't be a difficult task," said BuyCostumes.com CEO Jalem Getz. "With these new products offered and the ease of online shopping with quick delivery, we're making life a little easier for our 1,000,000 existing customers and for moms and dads around the world who are pressed for time but want to throw a fabulous birthday bash for their child."

New party products offered at [www.buycostumes.com](http://www.buycostumes.com) include fully customizable "party kits" which greatly reduce the time and energy needed to plan the ultimate birthday party. For example, if Mom orders the "Baby Einstein 1<sup>st</sup> Birthday Deluxe Party Kit," she'll receive themed dinner plates, dessert plates, cups, napkins, invitations and envelopes, thank you cards, coordinate cutlery set, cake candles, themed balloons, streamers, and a Felt First Birthday Child's Hat—all in one easy mouse-click. Party supplies of all varieties and in countless themes can also be ordered individually.

This new category expansion was the next logical step for BuyCostumes.com, a market leader that has dominated the online Halloween and costume markets since its launch in 1999. Last year, HitWise, an Internet visitor tracking Company reported that BuyCostumes.com secured 31% of the Halloween market share, propelling it to the #4 spot of the most popular Apparel websites in the United States. The company was also listed at #75 on Inc. Magazine's 2005 Top 500 List of fastest growing private companies.

Now in its seventh year in business, BuyCostumes.com has well over 10,000 items available on the website and expects to see upwards of 20 million visitors this year, more than any other online costume retailer in the world. Getz, with over 10 years of experience in the \$7 billion Halloween industry, seems to have his finger on the pulse of what the world wants each Halloween and he's carved this pumpkin-of-a-business just right. Experience BuyCostumes.com and their new Party Supply items at [www.BuyCostumes.com](http://www.BuyCostumes.com)

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