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**BuyCostumes.com wins “Best Store Marketing and Promotions Award”
at National Party Retailing Awards 2007**

New Berlin, WI – When BuyCostumes.com launched their Party Supply product line in May 2006, they felt the combination of 10,000 costumes and 4,000 party specific products would create a unique and unmatched shopping environment. Now less than a year later, BuyCostumes.com has been recognized by their peers for having the “Best Store Marketing and Promotion - Online only”. This award was presented to BuyCostumes.com at the 4th Annual National Party Retailing Awards held at the Transnational Halloween Costume and Party Trade Show Friday February 23rd, 2007.

During the fall of 2006, BuyCostumes.com was the most visited party and costume website in the world according to HitWise. The primary marketing efforts for the company included partnering with more than 4,000 information or “content” websites to weave in product offerings, party ideas, tips and stories. In addition, party gift reminders, organic/paid search methods, comparison shopping engines and highly segmented party e-newsletters were used to target party seeking customers.

“Being recognized by your peers as a leading online costume and party retailer is a wonderful honor for our dedicated team of marketers, merchants and sales people whose commitment is second to none” commented President Jalem Getz, who accepted the award on the company’s behalf.

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).