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BuyCostumes.com top Internet apparel retailer for first 3 weeks in October

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BuyCostumes.com beats Victoria Secret, Gap.com and others as most visited apparel website according to Hitwise.

With Halloween just around the corner more consumers are turning to BuyCostumes.com for their Halloween get-ups than any other online retailer. Not only is BuyCostumes.com the most visited Halloween and Costume retailer with a 30% market share, according to an October 25th report by Hitwise, but is also the most visited apparel website for the three weeks ending October 21st as well.

According to the National Retail Federation's (NRF) Consumer Intentions and Actions Survey, conducted by BIGresearch, consumers are expected to spend \$4.96 billion this Halloween, up significantly from just \$3.29 billion a year ago. The spending increase is largely due to a surge in celebrating. According to the survey, nearly two-thirds (63.8%) of consumers will celebrate Halloween this year, a noticeable rise over the 52.5% that celebrated in 2005. Halloween activities will range from handing out candy (73.4%) to dressing in costume (34.0%) and visiting a haunted house (17.2%). In addition to a rise in celebrations, per-person spending is also increasing: the average consumer plans to spend \$59.06 on Halloween, compared to \$48.48 last year.

"We are pleased that more consumers are turning to BuyCostumes.com for their Halloween costume needs than any other online retailer" commented BUYSEASONS CEO Jalem M. Getz. "Receiving more traffic than national multi-channel retailers like Victoria Secret is a turning point for both the Halloween industry and BuyCostumes.com".

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).