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**Streaming From the BuyCostumes.TV Runway To Your Laptop:
World's #1 Source for Halloween Fashion Launches TV'e Station**

--All new: Halloween fashion, entertainment, retail align online just in time for Boo '05.--

Milwaukee, Wisc. (July 28, 2005)—Fashion-forward Halloween party-goers and trick-or-treaters: beware! On August 15th, the world's most popular Halloween e-tailer, BuyCostumes.com, will launch the first-ever Halloween "eTV" station, www.BuyCostumes.TV, streaming fashion programming, costume fun, and a new take on the online retail experience direct to computer screens around the globe.

Whether you're a twenty-something looking for a tricked-out number, a mom dying for a spooktacular style, or a toddler in love with Tom Arma (the #1 most published baby photographer in the world), in the click of a mouse at home (or at work if no one's watching) you'll take the best seat in the House of BuyCostumes at a Halloween runway show scared up just for you.

Two Queens of Halloween—super moms who juggle work and family while still managing to stay on top of what's hip—host more than a dozen unique BuyCostumes.TV programs which will air 24/7 between its public launch date, August 15th, and October 31st. Picture this: New York Fashion Week meets Halloween. Except rather than Kate Moss, you have Dorothy; instead of übermodel Brad Kroenig, you've got Darth Vader (with automated breathing machine, of course). As Fallen Angel, Napoleon Dynamite, Harry Potter, and more than 100 other characters walk the catwalk, the Queens of Halloween discuss the costumes, their material, prices, sizes, accessories, and, best of all, ideas for making this your most fashionable Halloween ever. Men, women, and children finally have a chance to experience the best Halloween fashions before choosing the perfect costume.

"Not only is online TV—eTV as we're calling it—a welcome addition to the Halloween experience," commented Jalem Getz, President & CEO of BuyCostumes.com and the mastermind behind the new BuyCostumes.TV, "this medium is also the future of online retail and a showcase for the latest technology available today."

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BuyCostumes.TV Launching August 15th / Add One

Using streaming media technology, the BuyCostumes.TV “UI” (user interface) features three distinct components that bring together Halloween entertainment, education, fashion, online control, and retail into one powerful portal. Each eTV program plays on an upper TV screen. Just below that, a “remote control panel” allows viewers to adjust settings, get help, and view the programming schedule. And a bottom interactive retail tool showcases the current costumes and accessories shown on the eTV program along with a description of that item and its price. At any time, viewers can click a featured item and an interactive browser will transport them to its ready-for-purchase counterpart on BuyCostumes.com.

Getz chose to launch BuyCostumes.TV in mid-August because of extensive customer surveys that delivered undeniable results: more than 70% said they start thinking about what to wear for Halloween before September 1st. “Our customers—millions of people from 45 countries around the world—said they wanted entertainment and they wanted to see the hottest costumes for the season in a new way before choosing,” said Getz. “We’ve delivered.”

This new online venture was the next logical step for BuyCostumes.com, a market leader that has dominated the online Halloween retail market since its launch in 1999. BuyCostumes.com first made headlines during the 2000 presidential election when company leaders claimed they could accurately predict the outcome of the election based on candidate mask sales. That year and again in 2004 they succeeded. This year, Getz turned his attention to new technologies and responded to retail trends that pointed toward the need to make shopping more of an entertaining, enjoyable experience. After months of planning, he assembled a crew of more than 100 professionals (models, camera people, an entire editing team, and of course BuyCostumes.com staff) for a multi-day shoot to produce the BuyCostumes.TV programs that he expects millions to log on to and view this Halloween season.

Now in its sixth year in business, BuyCostumes.com has over 10,000 Halloween items available on the website and expects to see upwards of 15 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. Dot-bomb? Not in this corner of the e-world.

Experience www.BuyCostumes.com and www.BuyCostumes.TV today.

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