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CouponCabin, Inc. wins \$10,000 BuyCostumes.com Affiliate grand prize

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Christmas comes early for one Halloween affiliate; Coupon Cabin, Inc. has won the \$10,000 "Super Affiliate" grand prize awarded by BuyCostumes.com, the Internet's largest Halloween and Costume retailer.

Launched in 1999 BuyCostumes.com has quickly grown to become the largest Halloween and Costume retailer on the Internet. One of the keys to BuyCostumes.com's success has been the combination of a great affiliate program and unique sweepstakes which allowed any qualifying affiliate to enter for a chance to win \$10,000 cash. "This was such a unique program because it spreads the wealth to affiliates of all sizes, not just the big boys" Commented Sean Geraghty from Commission Junction. "BuyCostumes.com is an excellent retailer. We recommend them to any publisher interested in promoting Halloween."

While most affiliates are hoping their holiday stocking will be filled with commission checks, very few are cashing in on the fast growing Halloween market. Consumers have thousands of choices during the Christmas Holidays, making it difficult for affiliates to choose which program, or programs to promote. "With Halloween, the BuyCostumes.com program is so compelling because of their unprecedented costume-shopping brand" noted BuyCostumes.com affiliate, Coupon Cabin, Inc. Aimie Venchus. "BuyCostumes.com is the leader in online costuming."

According to the National Retail Federation's (NRF) Consumer Intentions and Actions Survey, conducted by BIGresearch, consumers spent \$4.96 billion this Halloween, up significantly from just \$3.29 billion in 2005. The spending increase is largely attributed to a surge in celebrating from young, Internet savvy consumers. "The growth in Halloween spending combined with BuyCostumes.com 30% Internet market share makes selling our affiliate program extremely easy" commented BuyCostumes.com Affiliate Program Manager, Kristen Grace. "When affiliates look at our high commissions, zero chargeback policy and the chance to win an additional \$10,000 simply for being part of the program, they get extremely pumped."

Founded in 1999 as an Internet specialty retailer, BUYSEASONS' flagship brand, BuyCostumes.com, is the leading online-only retailer of costumes and accessories. BUYSEASONS, Inc. is a wholly owned subsidiary of Liberty Media Corporation (LINTA).