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**BuySeasons, Inc. Helps Boost Sales for Other Area Businesses**

Milwaukee, October 12, 2009 – New Berlin-based BuySeasons, Inc. is helping other area businesses boost sales. With more than 2,000 seasonal employees, BuySeasons has partnered with several restaurants and food vendors to offer lunch and dinner options to its employees.

“We are dedicated to providing our associates with a variety of unique benefits, and these food vendor partnerships are a win-win situation for everyone,” said Jalem Getz, President and CEO. “Our associates receive a variety of lunch and dinner options each week, and the vendors win with additional sales.”

BuySeasons partners with many restaurants including Bel Gusto’s, Bellas, Great Wraps, Quizno’s, Cousin’s, Bubb’s Big Texas Style BBQ and more. Each vendor is invited to come in several days each month to sell various lunch and dinner options to BuySeasons associates. Twice during the month of October, the company’s busiest time of the year, BuySeasons buys lunch for all its employees. For this day Bel Gusto’s provided 409 pizzas.

“We’ve partnered with BuySeasons for several years to provide lunch and dinner options to employees,” said Jim March, Bel Gusto’s owner. “The company makes it very easy for us by providing a great place in their lunch room where we can simply bring in the food and drink and serve it to employees. We hope to continue this partnership for many years to come.”

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Founded in 1999 as an Internet specialty retailer, BuySeasons' flagship brand, BuyCostumes.com, is the leading online-only retailer of costumes and costume accessories. BuySeasons also owns and operates the Celebrate Express family of websites; BirthdayExpress.com, 1stWishes.com, and CostumeExpress.com. Celebrate Express offers one of the largest assortments of kid's costumes and birthday party supplies at any single location – online or offline. In addition, BuySeasons operates a private-label drop ship program for other Internet retail partners. BuySeasons, Inc. is a wholly owned subsidiary of Liberty Media Corporation attributed to the Liberty Interactive Group (NASDAQ: LINTA)

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