

FOR IMMEDIATE RELEASE

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Local and State Officials to Tour BuySeasons Facilities

Milwaukee, October 20, 2009 – BuySeasons, Inc. today announced that several local and state officials will be visiting the company’s New Berlin headquarters on Friday, October 23. Among the officials scheduled to attend are Senator Mary Lazich and Representative Mark Gundrum.

Officials will tour the facility with the company’s President and CEO, Jalem Getz. The officials will see the distribution and call center staff in action and learn more about the company’s operation during its busiest time of year. BuySeasons, the largest online retailer of costumes and party supplies, currently employs approximately 195 full-time associates, 60 part-time associates and 95 year-round seasonal associates. The company has already hired more than 1,800 seasonal employees for the Halloween season, and they continue to hire seasonal associates to fill additional warehouse and call center positions.

“This year, as we celebrate our tenth anniversary, we are excited to have hired more seasonal workers than ever before,” said Getz. “Following Halloween, we want to provide our associates with the opportunity to transition into other positions, which is why we have joined forces with other companies and organizations to create the Wisconsin Seasonal Workforce Coalition.”

The goal of the Coalition is to help transition people to new positions, thus keeping them employed year-round. Other services provided by the Coalition at BuySeasons’ headquarters include resume writing assistance, interview technique seminars, job interviews and more.

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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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