

FOR IMMEDIATE RELEASE

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BuySeasons, Inc. to Receive a Sterling Award

Online retailer recognized for its support in attracting and retaining mature workers

Milwaukee, September 25, 2009 -- BuySeasons, Inc. today announced it has been chosen as one of this year's recipients of the Sterling Awards presented by the Sterling Awards Committee of Southeastern Wisconsin. The Sterling Awards honor workers over 60 who make outstanding contributions in the workforce, while also recognizing employers who provide a friendly and welcoming environment to older workers. BuySeasons is being recognized for its efforts to attract and retain mature workers.

"We are very proud of the age diversity of our employees," said Jalem Getz, President and CEO for BuySeasons, Inc. "We work hard to maintain an older worker-friendly organization so we can actively recruit, hire, train and retain mature workers." BuySeasons, Inc. currently employs approximately 1,000 seasonal employees.

The Sterling Awards Committee of Southeastern Wisconsin will present the award at their annual recognition event on Wednesday, September 30 at the Pfister Hotel in downtown Milwaukee.

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 juvenile 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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