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**BuyCostumes.com Affiliate Challenge dishes out \$50,000+ in cash and prizes**

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Pictured left to right: Dustin Zick, Priest Willis, Affiliate Manager, Kristen Grace, Affiliate Marketing Manager, Daniela Chavez, Affiliate Assistant

The 2010 BuyCostumes.com "Thirsty for Halloween" Affiliate Challenge offered affiliates over \$50,000 in cash and prizes. The challenge, in its sixth year, is a unique motivator for BuyCostumes.com affiliates to win cash and earn prizes based on sales they generate during the sweepstakes period which is during September and October.

"We have been offering a Halloween challenge for years as an extra way of rewarding our affiliates for the sales they drive during our busiest time of year" explained Kristen Grace, the Affiliate Marketing Manager for BuyCostumes.com.

Historically, just one \$10,000 cash prize is awarded to one affiliate and the odds of winning was tied to the number of orders generated. So, in order to make it possible for both large and small affiliates to have a chance, Grace broke the big prize into five different thresholds. "We surveyed our affiliates and they want

more chances to win large sums of cash." That's why, for the 2010 Affiliate Challenge, anyone who referred even just one order had the chance win a cash prize.

The \$5,000 Grand Prize winner is a mother of three and a first-year affiliate who focuses on building niche, product-specific websites. Cate Lillig used 2010 to dive into affiliate marketing, and upon hearing the news that she was drawn as the grand prize winner exclaimed, "This actually works!"

Including the \$5,000 Grand Prize, BuyCostumes.com awarded a total of five cash prizes.

- **Cate Lillig** - \$5,000 Grand prize, for a randomly selected affiliate who generated 1 or more orders.
- **Linda Majchrowski** - \$2,500 1st prize, for a randomly selected affiliate who generated 50 or more orders.
- **Jason Baxter** - \$1,000 Double-up prize, for a randomly selected affiliate who doubled the number of orders in 2009 to 2010.
- **James Stafford** - \$1,000 for the Most Improved Affiliate, year-over-year.
- **Coupon Mountain** - \$1,000 for having the Most Improved conversion rate, year-over-year.

On top of cash prizes, BuyCostumes.com offered their Annual Prize Catalog. For every \$1 in sales, affiliates were able to trade in their totals for several different prizes, including iTunes, Starbucks, Macy's and Amazon gift cards, and the limited edition BuyCostumes.com "I Survived Halloween 2010" t-shirt.

To learn more about the BuyCostumes.com affiliate program, please email [affiliates@buycostumes.com](mailto:affiliates@buycostumes.com).

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 offers one of the largest assortments of costumes and party supplies for adults and children at any single location -- online or offline. In addition, BUYSEASONS operates a private-label drop ship program for other Internet retailers looking to cash in on the fast growing costume and party supplies markets. BUYSEASONS, Inc. is a wholly owned subsidiary of Liberty Media Corporation attributed to the Liberty Interactive Group (Nasdaq: LINTA).

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