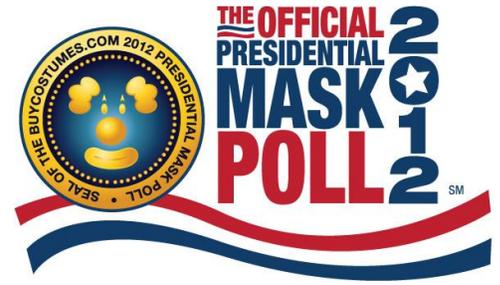


FOR IMMEDIATE RELEASE

Media Contact:

Kristen Crump, Public & Community Relations Manager
262.901.2000 ext. 1313 | kristenc@buyseasons.com



BuyCostumes.com Launches Presidential Mask Poll

- Sales to Gauge Results of Primaries, General Election -

NEW BERLIN, WI – December 29, 2011 – BuyCostumes.com, the largest e-retailer of costumes and accessories, is launching the Official 2012 Presidential Mask Poll™, an online straw poll that tallies votes to predict the outcome of the primaries and general election, based on the sale of custom designed candidate masks. Beginning with the primaries, BuyCostumes.com will be selling the custom paper masks in the likeness of Republican hopefuls as well as President Barack Obama and eventually Vice President Joe Biden. The company will monitor the sales of the masks to gauge the results of both the primary and general elections.

The Official Presidential Mask Poll dates back to 2000, and since that time BuyCostumes.com has been able to accurately predict the election outcome. In the 2000 mask poll, George Bush led by 57% compared with Al Gore's 43%. In 2004, George Bush masks took 53% of the votes to John Kerry's 47%; and, in the most recent presidential election, the results showed Barack Obama with 55%, compared to John McCain with 45%. The masks, in effect, have unmasked the election results for over a decade.

“These masks are a lot of fun and an inexpensive way for people to show their enthusiasm with the election process”, states Daniel Haight, President and CEO.

Masks sell for \$0.99 each, and the company expects the votes to come in by the thousands. To track the mask poll, please go to www.buycostumes.com/presidentialmaskpoll or follow the poll on Twitter and Facebook.

About BUYSEASONS, Inc.

Founded in 1999, BUYSEASONS, Inc. is the leading online retailer of costumes, accessories, party décor and supplies for year-round celebrations and entertaining. BUYSEASONS, Inc. owns and operates BuyCostumes.com and the Celebrate Express family of websites; BirthdayExpress.com, 1stWishes.com, and CostumeExpress.com, which offers one of the largest assortments of kid's costumes and party supplies and costumes at any single online location. In addition, BUYSEASONS, Inc. operates a private-label drop ship program for other internet retail partners. BUYSEASONS, Inc. is a wholly owned subsidiary of Liberty Interactive Corporation (NASDAQ: LINTA, LINTB).

###