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BuyCostumes.com Announces Release of Real Life Superhero Costumes

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In keeping with BuyCostumes.com's tradition of providing the greatest costume selection on the web, the company revealed an entirely new product line today. Based off existing superhero costumes, the RealPowerTek brand name has been developed in-house by a team of engineers commissioned in early 2010 to create realistic, functioning superhero costumes.

The line, which as of now only features three costumes, is planned to offer upwards of 15 superhero costumes that will allow the wearers to perform feats that up until now, they've only read about in comic books, to an extent.

"We're really excited about this product line" explained Dan Haight, President and CEO of BuySeasons, Inc, the parent company of BuyCostumes.com. "We know there's a niche market for these hyper-realistic costumes, and nobody else out there is tapping this niche. Reaching this market is something that was important to us, whatever it took. These costumes are really cool, obviously you can't fly or read someone's mind, but what you can do, hasn't been done in a costume before."

Haight went on to explain "We're launching with these first three costumes, but there are a lot more in development – I just don't want to ruin the surprise."

The engineers commissioned by BuyCostumes were pulled from a pool of high level PHD candidates studying at various accredited universities in the Midwest along with several faculty supervisors. The company opted to take this development approach as an alternative to hiring outright due to the creative nature of the project. "We have a strong interest in providing opportunities for the younger, developing workforce, and through some personal connections within, we decided to reach out to a university in the interest of developing a 'work-study' program. This is what evolved from that" explained Haight.



Product testing at BuySeasons headquarters in New Berlin, WI.

Currently, the initial product offering is on track to be available for sale on October 1st, when they will retail at \$1999.99. These will include 'Wall-Crawling Spider-man,' 'Magnetic Magneto,' and 'Electrical Storm.' The high price-point reflects both the quality of the costumes and the extensive research that has gone into their development.

The [RealPowerTek Wall-Crawling Spiderman Adult Costume](#) has a proportionally scaled composite of carbon nanotubes and a specially developed, reusable industrial adhesive that has been directly infused with the costume material on the hands and feet. The material bonds on a parallel edge with the surface it's in contact with, allowing the wearer to scale low vertical heights. The adhesive can support weights of up to 185lbs at heights of up to 6 feet.

The [RealPowerTek Magnetic Magneto Adult Costume](#) employs high powered gyro-stabilized electromagnets that are located in the heel of each boot included in the costume. The stabilizers, which are rechargeable, will allow the wearer to hover up to one foot off the ground for periods of 8-10 minutes. They work because of an automatically calibrated charge in the electromagnet that repels from the natural charge of the earth. The costume includes an explicit warning for individuals with a pacemaker or any metallic bone implants/replacements.

Finally, the [RealPowerTek Electrical Storm Adult Costume](#) features an extremely unique infused polycotton blend. Directly woven in to the fabric is a microthin cross-stitch of alternating zinc-oxide and gold coated microfibers that are utilized to direct a flow of combined user and wearer generated electricity into specially designed gloves that then project a bright, visible (and relatively harmless) static charge at distances of up to 6 feet. The costume is not advisable for use direct contact on individuals as it may cause mild discomfort.

All of the costumes will ship with detailed instruction and advisable use manuals, along with a specific list of the practical limitations of each. Furthermore, customers are expected to sign a Digital Liability Release Waiver before the purchase is finalized.

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).
