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**BuyCostumes.com wins "Online Party Retailer of the Year" during the National Party Retailing Awards 2008 at the TransWorld's International Halloween Costume & Party Show****Las Vegas, NV – March 17, 2008**

As the largest online costume retailer in the world, BuyCostumes.com knew it would face challenges when the company set out to make a name in the party business roughly two years ago. The Party division launched with just 120 themes in May 2006, in comparison to the 200 themes they are carrying currently. Not to mention the plethora of seasonal décor and holiday themed supplies the site now carries. In less than two years, party product offerings and sales have grown so rapidly that BuyCostumes.com has been recognized as the "Online Party Retailer of the Year!" This award was presented at the 5th Annual National Party Retailing Awards in Las Vegas on March 16th 2008.

BuyCostumes.com's Party division has found success using exclusive mailings, offering promotions and specifically targeting new business partners. In addition to these traditional marketing tactics, BuyCostumes.com has added website widgets, a birthday reminder service and online videos of their props and décor to increase customer experience. According to Party Merchandising Manager, Linda Gregorius, "Video has definitely helped increase interest since customers can see and hear a particular product before they purchase." Extra's like these have made party supplies one of the highest rated sections on BuyCostume.com's website according to customer product reviews.

So while some still may argue that BuyCostumes.com's biggest challenge is being tied to a "costume only" destination, recognition from the world's largest Halloween and Party show proves otherwise. It's official. BuyCostumes.com is successful in providing their customers with both; costumes *and* party supplies.

"No longer are we open just one month a year in the minds of our customers" states Jalem Getz, CEO of BuyCostumes.com, "and we are thrilled to accept the award presented to us in Las Vegas... proof that we're committed to helping our customers celebrate the special moments in their lives."

Last year in 2007 the company was also recognized by the National Party Retailing Awards and secured the "Best Store Marketing and Promotions Award - Online Only." In the fall to follow, BuyCostumes.com was the Top Visited Party Website compared to other well known party retailers such as Oriental Trading and Celebrate Express, according to Hitwise.

About BUYSEASONS, Inc.

Founded in 1999 as an Internet specialty retailer, BUYSEASONS' flagship brand, BuyCostumes.com, is the leading online-only retailer of costumes and 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 (LINTA).