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QUICK FACTS

BuyCostumes.com & The Official Presidential Mask PollSM

BuyCostumes.com's Official Presidential Mask Poll

History...

- BuyCostumes.com began The Official Presidential Mask PollSM in 2000 after uncovering a very unusual trend. After totaling the number of candidate masks that several industry sources sold during each election year back to 1980, BuyCostumes.com realized that the candidate whose mask outsold all others won the election.
- With a corner on the mask market, a good finger on the pulse of industry trends, and with the knowledge of this very unscientific but seemingly accurate trend, BuyCostumes.com announced that it could accurately predict the outcome of the 2000 election by monitoring sales of the top two contender's masks. Indeed they were correct: George W. Bush took on Al Gore and won (based on mask sales) 57% to 43%.
- Again in 2004, BuyCostumes.com showcased the two frontrunners' masks in an online straw poll and, for the second time, the company 100% accurately predicted the election's outcome. George W. Bush secured 53% of the mask vote while John Kerry only received 47%.
- For the 2000 and 2004 elections, BuyCostumes.com began their polling process (tracking candidate mask sales) after the conventions, and only for the party frontrunners.

In 2008...

- This year, given that polls across the country have not been accurately measuring candidates' success in the primaries, BuyCostumes.com has launched its Official Presidential Mask PollSM six months earlier to track eight candidates from the primaries to the conventions and on to the final vote in November.
- The company has created custom paper masks for eight candidates: Republicans Rudy Giuliani, Mike Huckabee, John McCain, Ron Paul and Mitt Romney; and Democrats Hillary Clinton, John Edwards and Barack Obama.
- Masks will be sold for \$0.99 exclusively at www.BuyCostumes.com/PresidentialMaskPoll. The price makes these masks very accessible to the general public and is a fun way for people to show support for their candidate of choice.
- BuyCostumes.com will track sales of each candidate's likeness starting in February and running through the election in November.
- One mask purchase equals one vote.
- New this year: BuyCostumes.com has developed a **website "widget"** which will track results for all candidates collectively and also by individual state. The widget can be used by anyone wanting to see and showcase Mask Poll results on their own website, blog or Facebook page in real-time.
- In August, when the final presidential candidates are announced, BuyCostumes.com will also offer the very popular custom latex masks of those candidates.

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BuyCostumes.com Quick Facts / Add One

BuyCostumes.com

Founded in 1999, BuyCostumes.com is the leading online-only retailer of costumes, and accessories. BuyCostumes.com offers one of the largest assortments of costumes and party supplies for adults and children at any single location -- online or offline. BuyCostumes.com is operated by BUYSEASONS, Inc. a wholly owned subsidiary of Liberty Media Corporation (LINTA). www.BuyCostumes.com

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