

## **FOR IMMEDIATE RELEASE**

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### **Largest Online Costume Retailer and Party Retailer merge.**

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**BUYSEASONS, Inc. and Celebrate Express Inc. combine forces to create the #1 direct retailer of party supplies and costumes.**

BUYSEASONS' parent company, Liberty Media Corporation successfully completed the acquisition of Celebrate Express today. Celebrate Express will now be combined with BUYSEASONS, Inc. "This is a great day for our employees, our vendors and our customers," commented Jalem Getz, BUYSEASONS' CEO. "We have spent the last two months working with and getting to know Celebrate Express' employees, and I would like to officially welcome them into the BUYSEASONS family and thank them for their dedication and hard work while we went through the acquisition process. Now that the transaction is complete we will begin working as a unified team to reenergize our fantastic retail brands".

BUYSEASONS' retail brand BuyCostumes.com has led the online market for costumes and Halloween products since 1999. Birthday Express has had similar success in the children's birthday party supplies market since its inception in 1994, which BUYSEASONS intends to leverage. "We look forward to getting back to the key value proposition established by Mike and Jan Jewell, the founders of Celebrate Express; helping busy parents celebrate the special moments in their children's lives," Mr. Getz added.

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 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).

About Celebrate Express, Inc.

Celebrate Express is a leading online and catalog retailer of celebration products for families. The company currently operates two brands: Birthday Express markets children's party products, and Costume Express markets costumes and accessories. The company utilizes its branded website Celebrateexpress.com, complemented by its branded catalogs, to offer products as complete coordinated solutions. Celebrate Express' goal is to help families celebrate the special moments in their lives.