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**BIOGRAPHY**

**Jalem Getz**  
King of Halloween  
CEO of BuyCostumes.com  
Visionary behind BuyCostumes.TV



For Jalem Getz, Halloween isn't just a one-day event but rather a year's worth of planning, a staff of 300, and most importantly a chance to express one's alter ego by dressing in costume. Long story very short, Mr. Getz is no ordinary CEO. While his businesses have success written all over them—thanks in part to a serious sweat equity investment, a passion for the creative, and good old fashioned business ethics—it is things like dressing up in a bunny suit for the "24/7 Jalem Cam" a few years ago that make him a perfect fit to lead the world's largest costumes and accessories e-tailer, BuyCostumes.com.

After several years in the costume business as President of GMI, a seasonal Halloween retailer, Mr. Getz ventured out on his own and established BuySeasons, Inc., the parent company of BuyCostumes.com, in May of 1999. Soon thereafter, the dot-com bubble burst. Certainly he struggled with the changing dynamics of online retailing but with a few business tweaks he transformed a foundling company, BuyCostumes.com, into the web's most popular costume store.

BuyCostumes.com has maintained its place in the spotlight due to several creative endeavors Mr. Getz concocted. In 2000, BuyCostumes.com boasted that it could accurately predict the outcome of the presidential election based on candidate mask sales. Not only did the company succeed that year—while also getting noticed around the globe by the Wall Street Journal, New York Times, Today Show and hundreds of other media outlets—but they did it once again in 2004.

Always a believer in utilizing the latest technology available, Mr. Getz turned his attention in early 2005 toward creating an online Halloween shopping and entertainment experience unlike any other. That potion has since become BuyCostumes.TV, the one-and-only, first-of-its-kind 24/7 streaming media "eTV" station dedicated to Halloween. This is a model for online retailing that will certainly be emulated by other e-tailers across the web.



As of today, BuySeasons has purchased two companies, runs 10 online websites, and has grown BuyCostumes.com to the point that the company anticipates shipping over 1 million costumes during the 2005 Halloween season. And all the while, Mr. Getz hasn't taken his eye off what's important: making life fun by donning a costume every once in a while.