



BirthdayExpress.com Hosts Dr. Seuss 75 Years of Imagination Sweepstakes on Facebook

- First Prize Includes Complete Dr. Seuss Collection -

NEW BERLIN, WI – February 23, 2012 – In 1937, the iconic children’s author known worldwide as Dr. Seuss, published his first story, “And to Think That I Saw It on Mulberry Street”. In celebration of Dr. Seuss’s “75 Years of Imagination”, Birthday Express is hosting a Dr. Seuss sweepstakes on Facebook. From February 23rd through March 24th, participants can enter the Dr. Seuss sweepstakes by visiting the company’s [Facebook page](#), liking it, and completing an online entry form. To underscore the importance of reading, the grand prize includes a complete set of 43 hardcover Dr. Seuss books, courtesy of Random House Inc., coupled with a [Dr. Seuss Deluxe Ultimate Party Pack](#). Runners up will receive a Dr. Seuss Deluxe Party Pack for eight, along with eight favor boxes, or a \$50 coupon code to use at BirthdayExpress.com.

“We are proud to work with Dr. Seuss Enterprises to launch the Dr. Seuss sweepstakes,” explained Daniel Haight, President & CEO. “Dr. Seuss has delighted millions over the past 75 years, and we are excited to have the exclusive line of Dr. Seuss birthday party products and ideas to offer our customers.”



BirthdayExpress.com offers a complete line of Dr. Seuss birthday party products in its online store, including balloons, décor, invitations, favor boxes, hats, place settings, placemats, thank you notes, sticker sheets, and wall decals. Customers can personalize many of the party supplies – such as banners, invitations and plates – with a photo of their child and a special message.

About BUYSEASONS, Inc.

Founded in 1999, BUYSEASONS, Inc. is the leading online retailer of costumes, accessories, party décor and supplies for year-round celebrations and entertaining. BUYSEASONS, Inc. owns and operates [BuyCostumes.com](#), the largest internet retailer of costumes and costume event décor, as well as [BirthdayExpress.com](#), [CostumeExpress.com](#) and [CelebrateExpress.com](#). This group of e-retail sites offers birthday and general party supplies for ages one to 100, plus one of the largest assortments of kid’s and family friendly costumes at any single online location. In addition, BUYSEASONS, Inc. operates a private-label drop ship program for other internet retail partners. BUYSEASONS, Inc. is a wholly owned subsidiary of Liberty Interactive Corporation (Nasdaq: LINTA, LINTB).

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