

FOR IMMEDIATE RELEASE

For more trends and tidbits from *the Halloween* source, please contact:
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BuyCostumes.com's Frighteningly Fun Facts for Halloween 2005

\$7,000,000,000+	Size of the Halloween industry
\$3,600,000,000	Estimated amount U.S. consumers spend on costumes each year <small>Source: Celebrate Express</small>
\$2,000,000,000	Total dollars that North Americans spend on Halloween candy <small>Source: National Retail Federation, Holiday Retail Information, Halloween 2002</small>
805,000,000	Total weight of U.S. pumpkins produced in 2004 <small>Source: http://www.census.gov</small>
150,000,000	People in the U.S. who plan to celebrate fright night festivities this year <small>Source: unicef.org</small>
36,800,000	Number of potential 5- to 13-year old trick-or-treaters across the U.S. <small>Source: http://www.census.gov</small>
20,000,000	Number of visitors expected at BuyCostumes.com during the 2005 Halloween season
1,000,000	Number of costumes BuyCostumes.com will ship for Halloween '05
10,000	Number of costumes, masks, other Halloween items available on BuyCostumes.com
54%	Consumers 18-24 in the U.S. who plan to dress in costume <small>Source: National Retail Federation, Holiday Retail Information, 2004</small>
45	Countries in the world <i>other than the U.S.</i> to which BuyCostumes.com ships
25 lbs.	Per capita consumption of candy by Americans <small>Source: http://www.census.gov</small>
14	Number of original programs that will premiere on BuyCostumes.TV in 2005
10%	Percentage of all pet owners who dress up their pets for Halloween <small>Source: http://domesticdiversions.com, 10/27/03</small>
2	BuyCostumes.com's rank in the Metropolitan Milwaukee Association of Commerce's list of fastest growing companies in Milwaukee, WI, 2004
#1	BuyCostumes.com is the largest online retailer of costumes in the world <small>Source: Costume manufacturers Rubies, Fun World, and Disguise</small>