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DIRECTBUY OF NORTH BOSTON AWARDS \$50,000 HOME MAKEOVER TO AREA RESIDENT

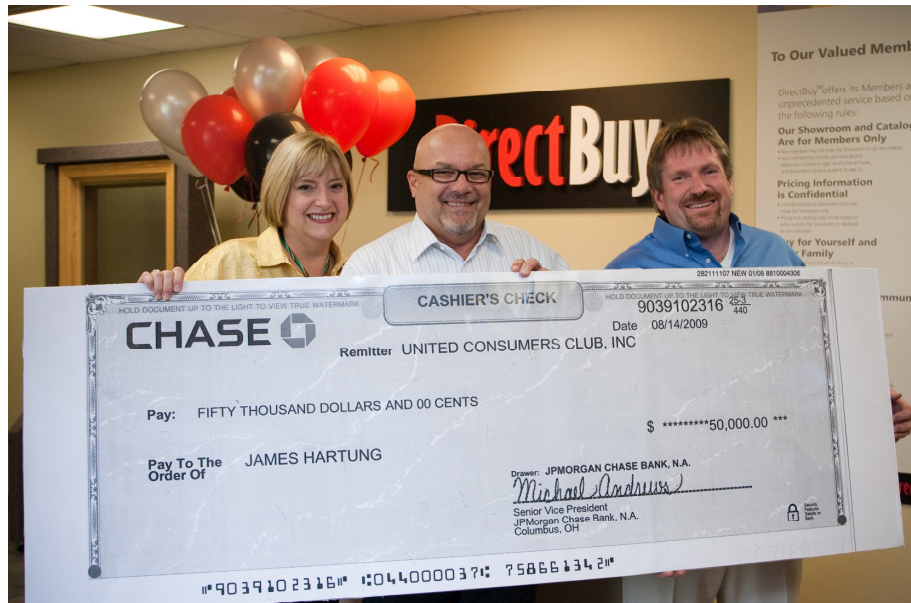
Leominster residence, James Hartung, plans to use his winnings to build a gathering place for friends and family.

Stoneham, MA, September 1, 2009 – DirectBuy of North Boston, the home improvement and furnishings club with direct insider prices, recently awarded \$50,000 to Leominster resident James Hartung as part of the company’s national Home Makeover Program. Mr. Hartung was presented with the check on August 26 at the Stoneham area club.

“When I received the letter in the mail notifying me that I was DirectBuy’s \$50,000 Home Makeover winner, I didn’t think it was real,” said Hartung. “It wasn’t until I received a call from the DirectBuy corporate headquarters that made me realize I had truly won.”

With his newfound fortune, Hartung has many home improvement projects in mind, but there’s one clear front-runner that he’s looking to begin this fall.

“I’ve always wanted a farmer’s porch that wraps around both sides of my home, and thanks to DirectBuy’s Home Makeover contest, I can finally have an outdoor gathering place for friends and family to enjoy,” said Hartung.



Not only will the porch provide a fun outside retreat for friends and family members, but it will also help facilitate next year's kitchen remodel. Hartung currently has a door in his kitchen that opens to the outside. The door divides up his kitchen, taking up valuable countertop and cabinet space. With the addition of his wrap-around porch, James will be able to move the door to a better location, allowing for more cabinetry and counter space along one of the kitchen walls.

Carl Krawczyk who operates the Boston North location was excited that his club was able to help someone from their community. "Every day, my wife Barb and I have loved having the opportunity to come to work and help families save money. So to be able to give Mr. Hartung a check for \$50,000, well, that's just the icing on the cake!" said Club Manager Carl Krawczyk.

Over the past few years, DirectBuy has distributed more than a half million dollars in prize money to both members and non-members as part of their Home Makeover Program, designed to help consumers create the home of their dreams.

The DirectBuy of Boston North club, located at 100A Fallon Road in Stoneham, offers consumers thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 top manufacturers and their authorized suppliers. Members enjoy a comfortable, welcoming setting and design club where they finally have the financial control of buying direct.

To assist members with their home renovation projects, DirectBuy of Boston North employs interior designers and product specialists who are specially trained in one of five areas of merchandise: Home Furnishings, Home Improvement, Flooring, Entertainment/Outdoor, and Accessories. Additionally, members benefit from the use of a children's play area, café and a member's lounge to relax while shopping.

DirectBuy Membership

Consumers who are interested in joining DirectBuy of Boston North are encouraged to attend an exclusive Open House event, which is designed to educate families about DirectBuy's unique business model. The Open House also helps consumers better understand how DirectBuy members avoid traditional retail markup when purchasing brand-name merchandise.

To request a "Free Insider's Guide to Buying Direct" and a Visitor's Pass to learn more about the superior value and benefits of a DirectBuy membership, visit www.directbuy.com.

About DirectBuy

For 38 years, DirectBuy has been showing hundreds of thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes – from furnishings, home improvement and flooring, to entertainment and outdoor products, accessories and much, much more. With more than 160 locations in North

America, DirectBuy offers its members access to approximately 700 brand-name manufacturers and their authorized suppliers in the US, and more than 500 brand-name manufacturers and authorized suppliers in Canada.

Consumers interested in seeing DirectBuy's savings, service and selection up close may obtain a Visitor's Pass to attend an Open House by visiting www.directbuycare.com.