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DIRECTBUY OPENS NEW BURBANK MEMBERS-ONLY DESIGN SHOWROOM

Burbank location will be a low-cost, one-stop shopping destination for home improvement

Burbank, CA, June 20, 2007 – DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, announced the opening of a brand-new full-service design showroom in Burbank. DirectBuy of Burbank will be located at 2850 Ontario Street, and will offer Burbank residents thousands of items, including kitchen cabinets, electronics, flooring and patio furniture from more than 700 top manufacturers and their authorized manufacturers.

“DirectBuy is proud to give homeowners in the Burbank area the opportunity to purchase virtually everything for in and around the home with no traditional retail markup,” said Bart Fesperman, vice president of sales and marketing for DirectBuy. “DirectBuy has offered its members unmatched savings, selection and service across North America for the past 35 years and we are excited to bring that tradition to Burbank.”

DirectBuy is a membership-based company that allows consumers to purchase brand-name merchandise for their home and family at manufacturer-direct prices. By providing brand-name items without traditional markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams.

To assist with home renovation, DirectBuy of Burbank members will also have access to licensed interior designers, as well as product specialists who are specially trained in one of five areas of merchandise: Home Furnishing, Home Improvement, Flooring, Accessories, Entertainment / Outdoor.

DirectBuy of Burbank will be owned and operated by Denny Otto and Greg Ruetz, who also run DirectBuy of Thousand Oaks.

“DirectBuy of Burbank will set itself apart from traditional consumers by providing consumers with a low-cost, ‘one-stop shopping’ destination for the top brands in home furnishing,” said Greg Ruetz, co-owner of DirectBuy of Burbank.



Co-owner Denny Otto added, “Our members will enjoy personalized service from product specialists as they navigate through our extensive selection of merchandise for in and around the home.”

Consumers who are interested in joining DirectBuy of Burbank 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 markup when purchasing brand-name merchandise.

About DirectBuy

For more than 35 years, DirectBuy has been showing thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes – from furniture, carpet and flooring, and custom window treatments, to kitchen and bath cabinets and fixtures, appliances and much, much more.

DirectBuy enables members to purchase most every product offering from more than 700 manufacturers at over 140 showrooms across North America. 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, call 818-333-2428 or visit www.directbuy.com or www.directbuycares.com.

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