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DIRECTBUY OF COOL SPRINGS MEMBER WINS \$50,000 HOME MAKEOVER

DirectBuy club member Rogelio Menchaca-Garcia plans to use winnings to remodel his home through DirectBuy.

Brentwood, TN, February 27, 2009 – DirectBuy of Cool Springs, the leading home improvement and furnishings club with direct insider prices, awarded \$50,000 to one of its members on Saturday, February 14, 2009, as part of the company's national Home Makeover Program. The celebration was highlighted by the presentation of an oversized check to Rogelio Menchaca-Garcia by the club's owners, Steve Blume and John Langley.

Rogelio Menchaca-Garcia joined DirectBuy of Cool Springs in November of 2008, and was in the midst of remodeling his home when informed he was DirectBuy's grand prize winner. "This is the first time I had won anything, and I was shocked," he said excitedly. "I really couldn't believe it. I am still speechless."

Menchaca-Garcia's plans to use his newfound fortune to improve his home with the help of DirectBuy, ultimately maximizing his return on investment when he decides to sell. To go along with new flooring and fixtures for his bathroom, he's also added a new roof and plans a full kitchen remodel, complete with new windows and appliances.

Rogelio is active in the military and was formerly deployed in Bosnia. He now works as part of a special program called Wounded Warriors – a not-for-profit organization that provides tangible support for soldiers to help them on the road to healing.

"We work with soldiers who may have been wounded overseas while serving our country," he explained. "Our objective is to help them rehabilitate with the goal of returning either to active duty and/or the community."





Steve Blume and John Langley, who own and operate DirectBuy of Cool Springs, were excited to be able to help one of their members realize their dreams, and felt it was especially meaningful that it was a community member who had served our country overseas.

“We always have imagined how awesome it would be if someone won the Home Makeover Program from our club, but for it to actually happen is incredible,” co-owner Steve Blume explained. “I have come to know and respect Rogelio Menchaca-Garcia. He’s a wonderful person – exactly the caliber of person you want and hope will win. Everyone at our showroom was so excited and happy for him.”

Over the past few years, DirectBuy has distributed more than \$450,000 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.

DirectBuy of Cool Springs recently relocated to a brand new, 25,000 sq. foot showroom, conveniently located at 1005 Flagpole Court in Brentwood in the new Mallory Park development. The franchise was among the top ten United States franchises in annual merchandise volume purchased by members in 2008. Additionally, the club boasts an A+ rating from their local Better Business Bureau, attracting members who drive as long as four hours to shop there.

To assist members with their home renovation projects, DirectBuy of Cool Springs 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 of Cool Springs members also have exclusive access to renowned designer Christopher Lowell. Lowell has designed twelve room settings – created exclusively with products available through DirectBuy – using his Seven Layers of Design. An innovative approach to home décor, The Seven Layers of Design keeps homeowners on budget and from feeling overwhelmed by their project.

DirectBuy Membership

Consumers who are interested in joining DirectBuy of Cool Springs 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.

About DirectBuy

For more than 37 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.directbuycoolsprings.com or www.directbuycares.com.

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