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**DIRECTBUY OWNERS EXCEED BUSINESS EXPECTATIONS
WITHIN FIVE YEARS OF OWNERSHIP**

Columbia, MD, November 6, 2008 - Five years doesn't seem like a long time when you're talking about a business venture, but for DirectBuy Owners Alexander Wong and Ruel Rodgers, it is a major milestone. Since they took ownership of the corporate owned DirectBuy showroom in Columbia, Maryland, they have exceeded expectations in the areas of merchandising, and customer service, and sales.

The owners have added new categories of items for in an around the home, that include national and local brand-name manufacturers. With the expanded selection of products now available, membership and merchandise sales volume has grown significantly. Since taking over in September of 2003, Wong and Rodgers have seen merchandise volume increase by five million dollars.

"I was a member of the New York showroom prior to ownership," said Wong. "Once I saw the value and experienced the incredible business model first hand, I wanted to educate and help other families find a better way to buy things. I have been able to do just that in the past five years, and I look forward to continued success in helping people save on everything they need for in and around their homes."

With the addition of expert kitchen designers, interior decorators, and flooring specialists, the center has received top recognition in the area of service. Since 2004, DirectBuy of Columbia has been named one of the Top five service centers in the DirectBuy network of more than 160 showrooms. DirectBuy of Columbia service staff members have also been recognized nationally for three Service Professional of the Month Awards, a service program that is lead by the DirectBuy corporate office. Three top performing membership directors from Columbia have also been honored for helping more than 100 families create their homes through DirectBuy's unparalleled savings, service, and selection.

To celebrate the showroom's five year anniversary and extraordinary success, Owner Ruel Rodgers and Alexander Wong treated their entire staff to a sophisticated cajun dinner at the local Copelands Restaurant, in Columbia.

DirectBuy enables consumers to purchase brand-name products for their home and family at members-only, manufacturer-direct prices. By providing merchandise without

traditional retail markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams.

To assist members with their home renovation projects, DirectBuy of Columbia employs a friendly, knowledgeable staff. The team works diligently to ensure that DirectBuy members find outstanding value and incredible selection through a simplified shopping process in five areas of merchandise: Home Furnishing, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

DirectBuy of Columbia members also have 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 keep homeowners on budget and from feeling overwhelmed by their project.

About DirectBuy

For 37 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, sporting goods, jewelry and much, much more. DirectBuy enables members to purchase products from several hundred manufacturers at more than 160 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycares.com.

DirectBuy Membership

Consumers who are interested in joining DirectBuy 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, call 1-888-860-8981 (is this correct?) or visit www.directbuy.com.