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**DIRECTBUY OF GURNEE CELEBRATES MOVE TO NEW DESIGN SHOWROOM**

*Low-cost alternative to retail is a one-stop shopping destination for consumers furnishing, remodeling or building a new home*

**Gurnee, IL, July 21, 2008** – DirectBuy of Gurnee, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, recently relocated to a new, state-of-the-art facility on the north side of the city. The full-service design showroom, located at 4081 Ryan Road #107, enables Gurnee-area consumers to purchase brand-name merchandise for their home and family at members-only, manufacturer-direct prices. To celebrate the opening, DirectBuy of Gurnee hosted a grand opening reception and ribbon-cutting from 7-9 pm on Monday, July 21. The Mayor of Gurnee, as well as members of Gurnee's Chamber of Commerce were in attendance to take part in and oversee the ribbon-cutting and dedication ceremony.



The showroom's owners, Karuna and Sukpreet Talwar, built the new 14,000 square-foot showroom and attached warehouse to give new and existing DirectBuy members more space to walk through vignettes of products arranged in room settings, browse through catalogs from more than 700 top manufacturers and their authorized suppliers, and discuss ideas for their own homes with interior designers and product specialists on staff.

"DirectBuy has offered its members unmatched savings, selection and service for the past 37 years, and we are excited to continue that tradition with the new Gurnee showroom," explained Bart Fesperman, vice president of sales and marketing for DirectBuy. "We offer the top home furnishings and home improvement brands at discounted prices that consumers will not find anywhere else. We're confident that Gurnee families will quickly benefit from this exciting concept at our new location."

DirectBuy of Gurnee's grand opening gala also featured a charity raffle, which awarded three attendees with various home improvement merchandise – a fireplace, granite vanity and basin, and MP3 player. All proceeds from the raffle were donated to the Lake County Exchange for the Prevention of Child Abuse Foundation.

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.

“Consumers in the Gurnee area will be blown away by the wide array of merchandise and significant savings that we offer,” said co-owner Sukpreet Talwar. “DirectBuy of Gurnee sets itself apart from traditional retailers by providing consumers with a low-cost, ‘one-stop shopping’ destination wherein they can furnish, build or renovate their home.”

To assist members with their home renovation projects, DirectBuy of Gurnee offers access to interior designers and product specialists who are specially trained in one of five areas of merchandise: Home Furnishings, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

DirectBuy 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 Gurnee 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 847-855-8454.

### **About DirectBuy**

For more than 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 and much, much more. DirectBuy enables members to purchase most every product offering from several hundred manufacturers at more than 160 showrooms across North America. To learn more about DirectBuy, visit [www.directbuy.com](http://www.directbuy.com) or [www.directbuycares.com](http://www.directbuycares.com).

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