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CONTACT: Steve Dubin, PR Works, (781) 582-1061, sdubin@prworkzone.com

Draw play... Glenview resident scores Bears tickets in DirectBuy contest.

DATELINE: CHICAGO, GURNEE, HOFFMAN ESTATES, NAPERVILLE, TINLEY PARK, IL ...

As the leading home improvement and home furnishings club offering direct insider prices, DirectBuy specializes in helping members get more for less. Glenview resident Juan Gomez is a fine example of that. By visiting DirectBuy to learn more about a membership, he was entered in a raffle that won him two tickets to the Chicago Bears versus St. Louis Rams game on December 6, 2009 as part of a special promotion put on by DirectBuy of Chicago North and DirectBuy of Lake County.

“Congratulations to Juan Gomez for winning the two tickets to the Bears-Rams game,” said Brent Gilliland, managing partner of DirectBuy of Chicago North. “Judging by the number of participants we had, this was no small accomplishment, and we hope he had a great time at the game.”

Gomez’s victory marked the end of DirectBuy’s month-long football celebration. Leading up to the drawing, fans who attended an Open House at either DirectBuy of Chicago North or DirectBuy of Lake County received a piece of authentic NFL apparel and were entered into a drawing for the aforementioned tickets to the Bears-Rams game (members of the general public were also invited to enter). The winner was drawn on November 30, 2009.

“This was a really fun promotion for a lot of reasons. First and foremost, we have a lot of football fans among our members, guests and staff,” said Mark Perry, managing partner at DirectBuy of Lake County. “Since we border Wisconsin, a good many of our guests are Packers fans, yet the promotion still managed to create a buzz that made it a good time for even the most ardent Cheesehead.”

DirectBuy offers everything football fans could possibly need to watch the game from home — flat screen TVs, recliners and home theater seating, even kegerators for your den or entertainment room — at direct insider prices from your favorite brand names. In addition, each DirectBuy club employs product specialists and designers who can help members create the “man cave” or entertainment room that works best for their home.

For more than 38 years, DirectBuy clubs have offered members the opportunity to enjoy enormous savings on home furnishings, home improvement items, entertainment and outdoor products, and accessories by purchasing from over 700 brand-name manufacturers and authorized suppliers. With several convenient locations in the greater Chicago area (Chicago, Gurnee, Hoffman Estates, Naperville, and Tinley Park), consumers can enjoy a comfortable, country-club setting, where they finally have the financial control of buying direct.

For more information on a DirectBuy membership, you can visit <http://www.directbuycares.com>.

About DirectBuy

Since 1971, DirectBuy has helped hundreds of thousands of families enjoy a better quality of life, enabling them to buy directly from more than 700 manufacturers and their authorized suppliers. Buying direct makes members' hard-earned money go much further, while having the selection and choice not available at any retail store. Access to confidential prices, local suppliers, and unparalleled selection helps make members' dream projects a reality. The DirectBuy clubs serving the greater Chicago area are part of more than 160 locations throughout North America.

Consumers interested in becoming members may obtain a Visitor's Pass to attend an Open House by visiting <http://www.directbuy.com>.

Locations of the DirectBuy clubs serving the greater Chicago area are: DirectBuy of Hoffman Estates, 2200 Stonington Ave Ste. 150, Hoffman Estates, IL; DirectBuy of Chicago North, 6325 North Avondale Ste. 110, Chicago, IL; DirectBuy of DuPage County, 1864 High Grove Lane Ste. 124, Naperville, IL; DirectBuy of Lake County, 3900 Washington Street, Gurnee, IL; and DirectBuy of Tinley Park, 18400 S. 76th Avenue Ste. B, Tinley Park, IL.

To learn more about the superior value and benefits of a DirectBuy membership, visit www.directbuycares.com.