

FOR IMMEDIATE RELEASE

Contact:

Mike Georgeff

DirectBuy

219-736-1100 ext 436

[mgeorgeff@directbuy.com](mailto:mgeorgeff@directbuy.com)

Steve Dubin

PR Works

781-582-1061

[sdubin@prworkzone.com](mailto:sdubin@prworkzone.com)

### **DirectBuy Featured at Response Expo 2010**

DATELINE: SAN DIEGO, CALIFORNIA, AND MERRILLVILLE, INDIANA...

David Lee, director of marketing for DirectBuy Corporate in Merrillville, Indiana, recently spoke at the Response Expo 2010 at the Hilton San Diego Bay Front in San Diego, California.

During the three-day expo, Lee, along with Eric Franchi, senior vice president of business development for Undertone Networks, delivered a presentation on generating leads and closing sales. As part of this exclusive session, Lee and Franchi focused on how DirectBuy Club leverages online ad networks as well as direct response television, print, and radio ads to generate leads and ultimately sales.

“It was a great opportunity to be able to speak at Response Expo 2010. As a featured case study, we were able to share some of our tested and proven strategies in regards to managing a diversified marketing matrix,” said Lee. “Additionally, we offered insights on the importance of monitoring and optimizing campaign results through a number of metrics including lead scoring.”

The keynote speaker for the Expo, held from May 11 through 13, was Sir Bob Geldoff, founder of BandAid Trust. A member of the Boomtown Rats, one of the early punk/new wave bands of the 1970s, Geldoff is best known for his humanitarian efforts in coordinating the LiveAid concerts in 1985 and 2005 and has been nominated for the Nobel Peace Prize on numerous occasions.

Presented by the Direct Response Marketing Alliance (DRMA) and *Response* magazine, Response Expo 2010 brings together key decision-makers and industry leaders from the corporate marketing arena and direct response spectrum. In addition to its roster of speakers, Response Expo 2010 featured a full track of educational sessions, a bustling expo hall floor of exhibitors, and numerous networking events.

“This year’s Expo was phenomenal. Being able to exchange ideas and network with many of the best and brightest minds in the direct response industry is invaluable,” said Lee. “I know that the information I received will help DirectBuy’s marketing efforts moving forward. Hopefully, the attendees of the DirectBuy case study will be able to apply some of the insights they received from us as well.”

#### About DirectBuy Club

For more than 39 years, DirectBuy Club has been showing 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 150 locations in North America, DirectBuy Club offers its members access to more than 700 brand-name manufacturers or their authorized suppliers in the US, and more than 500 brand-name manufacturers or their authorized suppliers in Canada.

Consumers interested in seeing DirectBuy Club's savings, service, and selection up close may obtain a Visitor's Pass to attend an Open House by visiting [www.directbuy.com](http://www.directbuy.com) or [www.directbuycare.com](http://www.directbuycare.com).