

FOR IMMEDIATE RELEASE

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DirectBuy names Nancy Jancaric as Director of Human Resources

DATELINE: MERRILLVILLE, IN...

DirectBuy, the home improvement and furnishings club with direct insider prices, recently announced Nancy Jancaric as its new Director of Human Resources.

In this newly created position based out of DirectBuy Corporate Headquarters in Merrillville, Indiana, Jancaric will implement programs that relate to the human resource function at DirectBuy's Corporate Support Center, UCCD and Corporate Club locations. She will also institute state and federal training, development and other beneficial programs that will support company growth and employee satisfaction.

"Nancy has extensive experience and knowledge in developing and implementing employee/employer policies and procedures while sustaining positive communication within an organization," said Bart Fesperman, DirectBuy's Executive Vice President. "We're anticipating big things from Nancy in this position and look forward to many positive contributions."

Prior to joining DirectBuy, Jancaric worked as a human resources director within the service and manufacturing sectors of Illinois, Indiana and Michigan that included affiliations with R.S.I. Incorporated, Aeromet Industries Inc., and T.J.X. Corporation.

"DirectBuy is changing the way consumers shop and literally making it possible for people to make their dreams come true. It's an absolute pleasure to be a part of that," said Jancaric. "I'm looking forward to the challenge of this new position and welcome the opportunity to bring that same level of enthusiasm and innovation to the talented employees at the Corporate Headquarters and throughout the entire DirectBuy network."

Jancaric holds a bachelor of arts degree from Indiana University and is also nearing completion of her MBA from Indiana Wesleyan University. Additionally, she's the former president of the Calumet Area Personnel Association, a Chicago-based HR organization that focused on training, educating and developing human resources managers throughout Chicagoland.

DirectBuy offers consumers thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from hundreds of top manufacturers and their authorized suppliers throughout North America. At more than 160 clubs throughout the United States and Canada, DirectBuy members enjoy a comfortable, welcoming setting and design center where they finally have the financial control of buying direct.

To assist members with their home renovation projects, DirectBuy also offers access to 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 in while shopping.

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 1-800-DIRECTBUY or visit www.directbuy.com.

About DirectBuy

For more than 38 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 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.directbuy.com or www.directbuycare.com.

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