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DirectBuy offers new levels, terms of membership to reach more families

30 Day Free Membership Among the Company's Newest Offering

DATELINE: MERRILLVILLE, IN...

By providing direct access to hundreds of brand-name manufacturers, DirectBuy has enabled its members to save thousands upon thousands of dollars. In this economy, those savings become even more important. That's why the company recently introduced several new membership plans to accommodate a wider range of needs and budgets, so that even more families can experience the benefits of belonging to DirectBuy.

"The very nature of our concept is powerful, in any economy," said DirectBuy Executive Vice President Bart Fesperman. "What we were seeing was our members faring much better than most families because of their memberships with DirectBuy and the savings they were experiencing. Even with the economy being slow, our members are still able to buy the things they need for their home. Now we hope to be able to share this security with even more families."

That's why DirectBuy recently introduced a variety of new membership plans to accommodate consumers' varying needs and budgets – and response has been overwhelmingly positive.

The first new avenue for a family to experience membership is via DirectBuy's free 30-day membership program. The free membership gives families an opportunity to spend up to \$1,000 at DirectBuy over the course of 30 days – giving them the chance to try DirectBuy firsthand before selecting a longer-term membership.

Families can now also take advantage of two additional tiers of membership, based on their specific needs. In addition to DirectBuy's standard Gold membership, guests may also select Silver, which gives them access to a select number of manufacturers, or Platinum membership, which includes extra perks such as the ability to shop from the convenience of your home with the help of a Concierge Services Agent, seven days a week.

Finally, DirectBuy recently unveiled new varying terms of membership, from as short as three months up to 10 years. This new flexibility means homeowners can, for the first time, customize DirectBuy membership to fit their specific needs.

“When guests come in to our club, they aren’t deciding any more if DirectBuy membership is right for them,” says DirectBuy of Palm Beaches Franchise Owner Stephen Levin. “Instead, guests are now choosing which membership plan best suits their needs.”

DirectBuy clubs offer members the opportunity to enjoy enormous savings on home furnishings, home improvement items, carpeting and flooring, entertainment and outdoor products, and accessories by purchasing from manufacturers and their authorized suppliers at direct insider prices. In addition, DirectBuy clubs boast a team of designers to help members with their purchases, as well as provide access to a roster of hand-selected contractors to help expedite members’ projects.

Consumers interested in becoming members may obtain a Visitor’s Pass to attend an Open House by visiting 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.

Anyone can refer friends and family to DirectBuy and earn big rewards in the process. Visit refer.directbuy.com today for all the details.