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**DirectBuy partners with uRefer to launch new referral rewards program.**

*Online platform simplifies referral process, offers opt-out method for safe, secure referring.*

DATELINE: MERRILLVILLE, IN...

DirectBuy, the home improvement and home furnishings club with direct insider prices, recently partnered with leading referral company, uRefer, to create a Web-based referral program that makes it easy for customers to refer friends and family, while also providing the organization with a method to track referrals across their 160+ club network.

“Referrals have always been an important part of our business, and one of the reasons our company is the size it is today,” explained DirectBuy Executive Vice President Bart Fesperman. “The beauty of this new program lies in its simplicity. All we need is someone’s name and email address and the system takes care of the rest.”

Through the uRefer system, anyone can refer up to 10 friends and family members per day to DirectBuy and receive rewards for each referral who becomes a member. By utilizing an automated referral process, uRefer not only successfully streamlines and enhances DirectBuy’s ability to manage the growing amount of referrals they receive, but also provides a user-friendly online platform that allows users to track their referrals from initial contact to completion.

"We are very excited about our partnership with DirectBuy," says uRefer COO Mike Burba. "The uRefer Referral Management System has helped many companies like DirectBuy generate more referrals from their passionate membership base, and we're confident this will be another success story."

To learn more about DirectBuy’s referral rewards program, visit [refer.directbuy.com](http://refer.directbuy.com).

**About DirectBuy**

DirectBuy® is the leading home improvement and home furnishings club with direct insider prices. 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 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](http://www.directbuy.com) or [www.directbuycare.com](http://www.directbuycare.com). Or, to hear from DirectBuy club members about their experiences, visit [www.directbuyreviews.com](http://www.directbuyreviews.com).

**About uRefer**

uRefer is designed to help business and individuals create rewarding connections. With uRefer, word-of-mouth travels faster and spreads wider, creating valuable introductions and successful connections that benefit all the parties involved. uRefer was founded in August of 2007 and is based

in Ann Arbor, Michigan. The company's management team has extensive experience in sales, internet marketing, ecommerce and web development. In addition, the team has a track record of creating socially conscious, successful entrepreneurial ventures.