

FOR IMMEDIATE RELEASE

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DirectBuy of Buffalo concludes successful Toys for Tots drive.

DATELINE: CHEEKTOWAGA, NY...

DirectBuy of Buffalo, the leading home improvement and furnishings club with direct insider prices, recently donated more than \$1,000 as part of its holiday toy drive.

Working with the Conrad Kania Detachment of the U.S. Marine Corps' 25th Battalion, DirectBuy's toy drive began in early December and ended on December 20, 2009. During that period, DirectBuy of Buffalo collected dozens of new toys to be distributed to underprivileged children in the greater Buffalo area. The financial contribution represents funds donated as part of the drive and money contributed by DirectBuy of Buffalo.

"We were thrilled with the number of toys we collected during the drive. Our members really stepped up to the plate and we thank them for that," said Mark Klinger, owner of DirectBuy of Buffalo. "This latest contribution is, in a way, to say thank you to our members for supporting this worthy cause and to show we are just as committed to doing the same.

Joseph Moreno served as chairman for the DirectBuy Toys for Tots drive and other drives held in the greater Buffalo area. "We can't thank DirectBuy of Buffalo enough for their kind donation," said Moreno. "Times are still tough for many people and the donation of new toys and monetary donations by DirectBuy and others really helped bring joy to local children who might not otherwise have gotten a Christmas present this year."

For more information on Toys for Tots, please visit their Web site at www.toysfortots.org.

DirectBuy clubs across the United States and Canada are active contributors to many local non-profits and charities, including The Boys & Girls Clubs of America, The Salvation Army, YMCA, Homes for Our Troops and various Children's Hospitals. Locally, DirectBuy of Buffalo sponsored a Habitat for Humanity effort on Guilford Street in Buffalo and regularly donates to charitable efforts like The Ride for Roswell Park Cancer Institute, the Buffalo Humane Society, and Susan G. Komen Race for the Cure.

For more than 38 years, DirectBuy has helped consumers enjoy enormous savings on home furnishings, home improvement items, entertainment and outdoor products, flooring and accessories, by providing an avenue to purchase directly from the manufacturer. Conveniently located at 4950 Genesee Street in Cheektowaga, New York, DirectBuy offers members a comfortable setting where they finally have the financial control of buying direct.

For more information on a DirectBuy membership, you can call 716-684-1400 or visit www.directbuy-buffalo.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. DirectBuy has been serving the greater Buffalo area since 2005. Access to confidential prices, local suppliers, and unparalleled selection helps make members' dream projects a reality. DirectBuy of Buffalo is one of more than 160 DirectBuy locations throughout North America.

Consumers interested in becoming members may obtain a Visitor's Pass to attend an Open House by contacting DirectBuy at 716-684-1400, or visiting www.DirectBuy-Buffalo.com.

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