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**DIRECTBUY OPENS NEW MEMBERS-ONLY
DESIGN SHOWROOM IN MONCTON**

Members-only, one-stop shopping destination offers a low-cost alternative for home improvement needs

Moncton, NB May 30, 2008 – DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, has opened a full-service design showroom in Moncton – the company’s first-ever in New Brunswick. The new 10335 sq.-foot showroom and adjacent warehouse will enable New Brunswick consumers to purchase brand-name merchandise for their home and family at members-only, manufacturer-direct prices.

DirectBuy of New Brunswick, located at 950 Mountain Road, offers area residents thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 500 top manufacturers and their authorized suppliers.

“DirectBuy has offered its members unmatched savings, selection and service for the past 35 years, and we are excited to bring that tradition to our New Brunswick location,” said Bart Fesperman, vice president of sales and marketing for DirectBuy. “We offer the top home furnishings and home improvement brands at discounted prices that consumers will not find anywhere else. We’re confident that families in the area will quickly benefit from this exciting concept.”

By providing merchandise without traditional retail markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams. DirectBuy of New Brunswick is owned and operated by Cindy Law and Lynn Berry.

“Consumers in the area will be blown away by the wide array of merchandise and significant savings that we offer,” said co-owner Lynn Berry. “Members will enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise.”

To assist members with their home renovation projects, DirectBuy of New Brunswick offers access to interior designers and product specialists who are specially trained in one

of five areas of merchandise: Home Furnishings, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

DirectBuy members also have exclusive access to renowned designer Christopher Lowell. Lowell has designed twelve room settings – created exclusively with products available through DirectBuy – using his Seven Layers of Design. An innovative approach to home décor, The Seven Layers of Design keep homeowners on budget and from feeling overwhelmed by their project.

DirectBuy Membership

Consumers who are interested in joining DirectBuy of New Brunswick 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 506-384-3009.

About DirectBuy

For more than 35 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 furniture, carpet and flooring, and custom window treatments, to kitchen and bath cabinets and fixtures, appliances and much, much more. DirectBuy enables members to purchase most every product offering from several hundred manufacturers at over 150 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycares.com.

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