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**DIRECTBUY OPENS MEMBERS-ONLY DESIGN SHOWROOM
IN MYRTLE BEACH**

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

Myrtle Beach, SC January 31, 2008 – DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, recently opened its new full service design showroom in Myrtle Beach, South Carolina. DirectBuy of Myrtle Beach, located at 1008 U.S. Highway 501, offers area residents thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 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 Myrtle Beach,” 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 local families will quickly benefit from this exciting concept.”

DirectBuy is a membership-based company that allows consumers to purchase brand-name merchandise for their home and family at manufacturer-direct prices. By providing brand-name items without traditional retail markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams. DirectBuy of Myrtle Beach is co-owned and operated by local entrepreneurs Meg Choyce and Wes and Preston Stanley.

“Consumers in the Myrtle Beach area will be blown away by the wide array of merchandise and significant savings that we offer,” said Meg Choyce, co-owner of DirectBuy of Myrtle Beach. “With a selection of more than 700 top manufacturers and their authorized suppliers, DirectBuy of Myrtle Beach truly is a one-stop shop for virtually everything you need for your home.”

To assist members with their home renovation projects, DirectBuy of Myrtle Beach members have access to licensed 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. This innovative approach to home décor keeps homeowners on budget and from feeling overwhelmed by their project.

DirectBuy Membership

Consumers who are interested in joining DirectBuy of Myrtle Beach 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 843-839-1547.

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 more than 150 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycares.com.

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