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Contact:

Sara Shragal

DirectBuy

219-736-1100 ext 365

sshragal@directbuy.com

Steve Dubin

PR Works

781-582-1061

sdubin@prworkzone.com

**DIRECTBUY OPENS RIO GRANDE VALLEY MEMBERS-ONLY
DESIGN SHOWROOM**

Low-cost alternative to retail is a one-stop shopping destination for consumers furnishing, remodeling or building a new home

Weslaco, Texas, April 16, 2008 – [DirectBuy](#), the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, has opened a new 10,000 sq. foot showroom at 1901 West US Expressway 83 in Weslaco, Texas. DirectBuy of The Rio Grande Valley 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 37 years, and we are excited to bring that tradition to the Rio Grande Valley,” 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 Rio Grande Valley 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 The Rio Grande Valley is owned and operated by George and Nancy Mackay.

“DirectBuy of The Rio Grande Valley will set itself apart from traditional retailers by providing consumers with a low-cost, ‘one-stop shopping’ destination wherein they can furnish, build or renovate their home,” said owner George Mackay. “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 The Rio Grande Valley 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 The Rio Grande Valley 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 956-351-5237.

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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