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DIRECTBUY OF LITTLE ROCK MOVES TO BIG NEW DESIGN SHOWROOM

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

Little Rock, AR, November 14, 2008 – DirectBuy of Little Rock,

the leading members-only showroom and home design center, recently relocated to a new, state-of-the-art facility on the southwest side of the city.

The new full-service design showroom, located at 10303 Colonel Glenn Road, enables Little Rock consumers to purchase brand-name merchandise for their home and family direct from manufacturers and their

authorized suppliers. To celebrate the opening, DirectBuy of Little Rock will host a reception and ribbon-cutting from 6-8 pm on Friday, November 14, 2008.



DirectBuy has had a presence in the Little Rock area since 2002. When a new ownership team made up of Phil and Paula Schmidt, and Rand Falbaum, took over the franchise earlier this year, they decided to construct an innovative showroom to help families create the homes of their dreams. The result of their decision is a 16,000 square-foot showroom and adjacent warehouse to give members more space to walk through vignettes of products arranged in room settings, browse through catalogs from more than 700 premium brands, and discuss ideas for their own homes with interior designers and product specialists on staff.

Phil Schmidt, co-owner of DirectBuy's new Little Rock location, boasts an extensive background in the auto industry gained through ownership of a Ford Motor Company dealership, and currently resides on the Arkansas Children's Hospital Board of Trustees, Executive Committee and Foundation Board. "The showroom's new design is a perfect fit with the DirectBuy vision," said Phil. "Our hope is to elevate the shopping experience for our members while continuing to provide them with tremendous service and savings on the more than 700 brands we carry."

Phil's wife and co-owner Paula Schmidt holds an MBA from the University of Arkansas and a BA in English from Hendrix College – where she sat on the Alumni Board of Governors and the Nominating and Selection Committee for Distinguished Alumni. Supporting their efforts is co-owner Rand Falbaum, who possesses sound business expertise, gained through the ownership, management and mentoring of several local and regional businesses.

By providing merchandise without traditional retail markups, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams.

“DirectBuy has offered its members unmatched savings, selection and service for the past 37 years, and we are excited to continue that tradition with our new ownership team in Little Rock,” 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 Little Rock families will continue to benefit greatly from our innovative concept and new showroom location.”

To assist members with their home renovation projects, DirectBuy of Little Rock 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 keeps homeowners on budget and from feeling overwhelmed by their project.

DirectBuy Membership

Consumers who are interested in joining DirectBuy of Little Rock 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 501-255-2822.

About DirectBuy

For more than 37 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 160 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycares.com.

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