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DIRECTBUY OF THE PALM BEACHES AWARDED COVETED “RISING STAR” AWARD

Members-only, one-stop shopping destination recognized as one of the company’s elite franchises throughout North America.

DECEMBER 18, 2008, WEST PALM BEACH, FL... – On November 24, 2008 at DirectBuy’s International Sales and Service Conference in San Francisco, DirectBuy of The Palm Beaches Owners Stephen and Jenny Levin were awarded with DirectBuy’s highest honor for new franchisees – they were named the company’s 2008 Rising Star Award recipients.

"We are extremely proud to have received this prestigious award. Helping our members to realize their dreams is remarkably rewarding for us as DirectBuy franchise owners," said Stephen Levin. "However, we would not have accomplished these lofty goals without the support of our knowledgeable and devoted staff. We would like to share this award with each and every one of our employees."

DirectBuy annually awards Rising Star honors to the franchise that achieves elite levels of effectiveness in membership production, service excellence and business practices within their first six full months of operation. Eligible franchise owners are evaluated on their leadership abilities, staff retention, facility image and business practices. Recipients receive a Crystal Award and recognition at the annual DirectBuy International Sales & Service Conference for all DirectBuy owners and employees.

DirectBuy of The Palm Beaches team member Miranda Martin believes the culture put in place by the owners is a paramount reason behind the enthusiasm and service delivered to members. "Working for Stephen and Jenny is a real honor and I am truly blessed to be part of the successful team at DirectBuy of The Palm Beaches," she explains. "Each and every day, we come to work motivated to provide our valued members with the absolute best service, selection and savings possible."

The 13,250 sq. foot West Palm Beach showroom and adjacent warehouse opened in June 2007, and was among the company’s top membership producers over the past year. Additionally, their members purchased more than \$5 million in merchandise through The Palm Beaches showroom and the location ranked in the top ten percent in the network for service excellence.

"We buy just like the retailers buy and then we pass the savings right on to our members," co-owner Jenny Levin explains. "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 manufacturers and authorized suppliers we carry."

Since 1971, DirectBuy has helped consumers enjoy enormous savings on home furnishings, home improvement items, entertainment and outdoor products, and accessories, by providing an avenue to purchase directly from the manufacturer. DirectBuy of The Palm Beaches is conveniently located at 6076 Okeechobee Blvd, Suite 16 in West Palm Beach, and offers consumers a comfortable, welcoming setting and design center where they finally have the financial control of buying direct.



DirectBuy of The Palm Beaches carries a large selection of brand-name furniture at wholesale prices direct from manufacturers and their authorized suppliers. To assist members with their home renovation projects, DirectBuy employs interior designers and product specialists who are trained in one of five areas of merchandise: Home Furnishings, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

DirectBuy members also have 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 concept keeps homeowners on budget and from feeling overwhelmed by their project.

For more information on DirectBuy of The Palm Beaches, call (561) 909-0111 or visit www.directbuypalmbeach.com.

About DirectBuy

For more than 37 years, DirectBuy has been showing hundred of 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 of The Palm Beaches prides itself in providing excellent member service, access to confidential prices, local suppliers and unparalleled selection, all of which help to make members' dream projects a reality. It's a comfortable setting, where you finally have the financial control of buying direct.

Consumers interested in learning more about DirectBuy can request a free “Insider’s Guide to Buying Direct” and a Visitor’s Pass by calling (561) 909-0111 or visiting www.directbuy.com or www.directbuycares.com.

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