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**DIRECTBUY OF TRI-CITIES HOSTS GRAND OPENING GALA AT NEW DESIGN SHOWROOM**

*Members-only, one-stop shopping destination also sponsoring upcoming Tri-City Water Follies hydroplane race heat*

**Richland, WA, June 23, 2008** – DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, opened a new full-service design showroom, located at 2630 N. Columbia Center Blvd. in Richland, WA. To celebrate the opening of DirectBuy of Tri-Cities, the franchise owners - Scott and Rachelle Stocum and Ron and Denise Cully - hosted a reception and recognition ceremony in their new 15,000+ sq. foot showroom on Monday, June 23, 2008 from 6-8 p.m.



[DirectBuy](#) enables consumers to purchase brand-name merchandise – including kitchen cabinets, home furnishings, appliances, flooring, lighting, and much, much more -- at members-only, manufacturer-direct prices. 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 has offered its members unmatched savings, selection and service for the past 37 years, and we are excited to bring that tradition to residents living in the communities in and around Richland,” 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 area families will quickly benefit from this exciting concept.”

To assist members with their home renovation projects, DirectBuy employs interior designers and product specialists who are specially trained in one of five areas of merchandise: Home Furnishing, 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.

“DirectBuy of Tri-Cities sets itself apart from traditional retailers by providing consumers with a low-cost, ‘one-stop shopping’ destination where they can furnish, build or renovate their home,” said owner Scott Stocum. “Members will enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise.”

In addition to the grand opening celebration, DirectBuy of Tri-Cities will also be introducing its unique business model to the community through sponsoring a race heat in the Tri-City Water Follies Lamb Weston Columbia Cup on July 25-27.

### **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 furnishings, home improvement and flooring, to entertainment and outdoor products, accessories and much, much more. With more than 160 locations in North America, DirectBuy offers its members access to approximately 700 brand-name manufacturers and their authorized suppliers in the US, and more than 500 brand-name manufacturers and authorized suppliers in Canada.

Consumers interested in seeing DirectBuy’s savings, service and selection up close may obtain a Visitor’s Pass to attend an Open House by visiting [www.directbuy.com](http://www.directbuy.com) or [www.directbuycare.com](http://www.directbuycare.com).

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