

**FOR IMMEDIATE RELEASE:**

**Contact:**

Sara Shragal  
DirectBuy  
219.736.1100 ext. 365  
[sshragal@directbuy.com](mailto:sshragal@directbuy.com)



## HOST FOR THE HOLIDAYS

### DirectBuy awards Barryville family \$50,000 to complete kitchen renovations in time for Thanksgiving

**Wappingers Falls, NY, October 9, 2008** – Can you imagine being in the middle of a kitchen remodel when you realize you have no money left to complete it? This is exactly what happened to Jack and Ann Sardina from Barryville, New York before they won DirectBuy’s Home Makeover Contest.

Prior to being announced the \$50,000 Home Makeover Contest winners on September 12, 2008, Ann had no plans on hosting this year’s Thanksgiving dinner. “My kitchen hasn’t been fully functional for over a year now,” said Ann. “I am really looking forward to completing the renovation in time for Thanksgiving, so both families can get together.”



“As a young couple with two small children, it’s not easy to save,” said Jack. “Both my wife and I work and we still can’t set aside enough money for our home improvement projects. We are so thankful to DirectBuy and their Home Makeover Contest. It proves that DirectBuy really does have a goal of helping people realize their dreams.”

The Sardina family entered the \$50,000 Home Makeover Contest by attending an Open House at DirectBuy of Dutchess County. The Open House is designed to educate consumers about DirectBuy's unique business model, and how it enables members to avoid traditional markup on top brand-name products for in and around their homes. DirectBuy takes special care to help prospective members determine whether a membership is appropriate for their lifestyle and buying habits.

“We are so happy that our showroom was one of the lucky ones to have a Home Makeover winner,” said Phil Kadish, owner of DirectBuy of Dutchess County. “It was a great experience for our staff, members, and visitors. We will never forget the Sardina family and we wish them well with their new kitchen remodel.”

Members of DirectBuy have access to thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from hundreds of top manufacturers and their authorized suppliers. Since DirectBuy offers brand-name merchandise with no traditional retail markup, members are able to save hundreds, even thousands, of dollars on purchases for their homes. To assist with home renovation, DirectBuy members also have access to licensed interior designers and product specialists who are specifically trained in one of five areas of merchandise: Home Furnishings, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

### **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 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, visit [www.directbuy.com](http://www.directbuy.com) or <http://www.directbuycares.com/>.

###