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DirectBuy teams up with Maritz

Merrillville, Ind. March 17, 2008- DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices has announced a partnership with Maritz, a St. Louis-based sales and marketing services company specializing in customer experience management. Maritz is one of the nation's premier leaders in understanding, enabling, and motivating its clients' partners, employees and customers to help clients deliver superior customer experiences.

Since teaming with Maritz, DirectBuy management and key franchisees have taken a behind the scenes look at a world-renowned entertainment destination in Central Florida who excels in customer service, to expand the way DirectBuy approaches customer experience. As a result of Maritz' special relationship with this entertainment company, DirectBuy was able to shadow their employees and is working with Maritz to leverage several of their best customer experience practices and implement them within DirectBuy's own showrooms.

On Monday, March 17, 2008, DirectBuy's franchisees, from across the US and Canada, met in Chicago for an immersion event. During the event, DirectBuy launched its new service culture and shared with franchisees the knowledge and skills necessary to consistently implement DirectBuy's new customer experience approach across all locations.

"By investing in Maritz, we are embarking on a process of continual improvement by first redefining what DirectBuy's customer experience should be, and then introducing a set of standards for consistently delivering that experience. Everyone at DirectBuy has a stake in caring for customers and in meeting or exceeding their expectations. Only when members consistently receive value both in the form of measurable savings and memorable customer experiences will we have earned their loyalty," says Vice President of Customer Service Margaret Griggs."

About DirectBuy

For more than 36 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 more than 700 top manufacturers

at showrooms in the United States and 500 top manufacturers at showrooms in Canada at over 150 locations 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, call 1-800-DIRECTBUY or visit www.directbuy.com or www.directbuycares.com.