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CONTACT: Sara Shragal, DirectBuy, (219)736-1100, sshragal@directbuy.com

DIRECTBUY OF MINNEAPOLIS AWARDED SERVICE CENTER OF THE YEAR HONORS

DirectBuy showroom in Minneapolis recognized as top performing center out of 160+ showrooms throughout the United States and Canada

Minneapolis, MN, January 9, 2009 - DirectBuy, the leading members-only showroom and home design center that offers merchandise direct from manufacturers and their authorized suppliers, is proud to announce that franchise owners Darryn and Dana Fossand recently were the recipients of the highest honor for service excellence awarded to franchisees – Service Center of the Year.

“Working to constantly improve customer service is something our service staff takes very seriously,” said co-owner Darryn Fossand. “We strive to elevate the shopping experience for our members while continuing to provide them with tremendous selection and savings.”

DirectBuy centers had the opportunity to qualify for the company’s most prestigious service award, Service Center of the Year, by excelling in several key areas during a 12-month qualification period. To earn this award, centers were graded and awarded points in the areas of Merchandise Dollar volume, Purchase Order Volume, Renewal and New Member Purchase Percentages, Customer Service Rating, and individual staff performance recognition.

DirectBuy of Minneapolis received on-stage recognition at the International Sales & Service Conference, a plaque commemorating their achievement, a video production shown at the conference celebrating their honor, and recognition in BuyLines – the company’s network wide newsletter.

“It was exciting to watch our staff build meaningful relationships with our members as they helped them complete their projects,” co-owner Dana Fossand continued. “It is truly rewarding to see the hard work and dedication of our service staff pay off with recognition as Service Center of the Year.”

DirectBuy of Minneapolis, conveniently located at 2090 W. 98th Street in Bloomington, is a 12,000 sq. foot showroom that offers consumers a comfortable, welcoming setting and design center where they finally have the financial control of buying direct.

“DirectBuy of Minneapolis 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,” Darryn explained. “Members enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise.”

DirectBuy of Minneapolis offers area residents thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 top manufacturers and their authorized suppliers.

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 keeps homeowners on budget and from feeling overwhelmed by their project.

DirectBuy Membership

Consumers who are interested in joining DirectBuy of Minneapolis 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 (this number doesn't seem right) or visit www.directbuy.com.

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 or www.directbuycare.com.

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