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DIRECTBUY OF NORTHEAST TENNESSEE HOSTS GRAND OPENING GALA

Members-only, one-stop shopping destination offers members the opportunity to purchase home furnishings and home improvement items at direct insider prices.

Johnson City, TN, May 8, 2009 – DirectBuy Club, the leading home improvement and home furnishings club with direct insider prices, opened a new full-service location at 100 Centre Park Drive in Gray, TN. To celebrate the opening of DirectBuy of Northeast Tennessee, franchise owners David and Debbie Taylor



are hosting a reception and recognition ceremony in their new location from 3:00-5:00 p.m. on Friday, May 8, 2009. The event will be highlighted by a ribbon-cutting ceremony with the Johnson City Chamber of Commerce and entertainment provided by the Suzuki School of Music.

"Consumers in Northeast Tennessee will be blown away by the wide array of merchandise and significant savings that our members experience," said co-owner David Taylor. "And our new design concept will give consumers the opportunity to interact with our great employees and see DirectBuy's unique business model firsthand."

DirectBuy Club enables consumers to purchase brand-name merchandise – including kitchen cabinets, home furnishings, appliances, flooring, lighting, and much, much more -- at direct insider prices. By providing merchandise without traditional retail markup, DirectBuy Club 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 38 years, and we are excited to continue delivering on that tradition to residents living in the communities in and around Northeast Tennessee," said Bart Fesperman, executive vice president of 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."

DirectBuy of Northeast Tennessee offers consumers thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 top manufacturers and their authorized



suppliers. Members enjoy a comfortable, welcoming setting and design club where they finally have the financial control of buying direct.

Event-goers will also be treated to drinks and hors d'oeuvres, as Boys to Men and Girlfriends, a local non-profit organization, will be on hand to serve food and help guests to fully enjoy the experience. Boys to Men is a mentoring and youth development program that provides one-on-one mentoring, camps, after-school groups, team sports, enrichment opportunities, job training, employment opportunities, abstinence education and much more for at-risk children and young adults. For more information, please visit www.boystomen.us.

"This is an excellent opportunity for DirectBuy and the residents in the Tri-Cities area, as we have worked hard to bring unmatched savings, selection and service to this community," said co-owner Debbie Taylor. "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 top brands we carry."

To assist members with their home renovation projects, DirectBuy of Northeast Tennessee employs interior designers and product specialists who are specially trained in one of five areas of merchandise: Home Furnishings, Home Improvement, Flooring, Entertainment/Outdoor, and Accessories. Additionally, members benefit from the use of a children's play area, café and a member's lounge to relax while shopping."

DirectBuy Membership

Consumers who are interested in joining DirectBuy of Northeast Tennessee 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 Club 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 Club membership, visit www.directbuy.com.

About DirectBuy

For more than 38 years, DirectBuy Club has been showing hundreds of 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 throughout North America, DirectBuy Club 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.directbuycare.com.

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