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Contact:

Sara Butler
DirectBuy
219-736-1100 ext 365
sshragal@directbuy.com

Steve Dubin
PR Works
781-582-1061
sdubin@prworkzone.com

AREA RESIDENT WINS \$50,000 GRAND PRIZE FROM DIRECTBUY

Kelly Clarkson, of Moore, Oklahoma, plans to use winnings to purchase first home.

Oklahoma City, OK, September 16, 2009 – Just when Kelly Clarkson thought her life was caving in around her, she got a second chance to change everything.

That second chance was a letter from DirectBuy, the second such notification sent by the company, notifying Clarkson that she was the winner of the DirectBuy's \$50,000 Home Makeover promotion.

And, thankfully she called DirectBuy's corporate headquarters just in time to claim her winnings.

“When I received the first letter, I thought someone was playing a trick on me and completely disregarded it, but I'm so glad they sent a second notice and I called,” said Clarkson.

DirectBuy, the home improvement and furnishings club with

direct insider prices, named Kelly Clarkson of Moore, Oklahoma as their 2nd national Home Makeover winner this year. Over the past few years, DirectBuy has distributed more than a half million dollars in prize money to both members and non-members as



part of their Home Makeover Program, designed to help consumers learn more about DirectBuy, and in the process, help them create the home of their dreams.

On September 10, 2009, Clarkson visited the company's Oklahoma City location for the formal check presentation.

Weeks prior, Clarkson was summoned to court in a foreclosure dispute on the home she is currently renting. Clarkson, who is disabled, and hasn't worked for more than two years, didn't have the finances to purchase the home from the bank and was preparing for a move this year.

But, with a little luck and a second chance, the Clarkson family can now make their current residence a permanent home.

"Just as quickly as things turned for the worst in my life, they just as easily made a turn for the better," said Clarkson. "I truly feel so blessed!"

Clarkson's children, 15-year-old Tyler, and 8-year-old Samaya, are looking forward to the comfort of knowing they will be staying in their current home and school. And 3-year-old Yzabella is thrilled that her mom can now afford to buy her the pink PowerWheels jeep she's been wanting.

DirectBuy of Oklahoma City franchise owners Brandon and Adriana Parker were excited that their club was able to help someone from their community.

"Having a chance to present a family with a check for \$50,000 is one of the most exciting events I have ever participated in," said Adriana. "There couldn't have been a more deserving family than the Clarksons, and I am truly happy that DirectBuy could help turn their luck for the better."

DirectBuy of Oklahoma City, located at 8330 Glade Avenue, 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.

To assist members with their home renovation projects, DirectBuy of Oklahoma City 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 Oklahoma City 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, visit www.directbuy.com.

About DirectBuy

For 38 years, DirectBuy 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 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.directbuycare.com.