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## **DIRECTBUY OF OTTAWA HONORED AS TOP RENEWAL CENTRE OF THE YEAR**

*DirectBuy showroom in Ottawa recognized as top performing centre out of 160+ showrooms throughout Canada and the United States*

**Ottawa, ON, January 22, 2009-** DirectBuy, the leading members-only showroom and home design centre that offers merchandise direct from manufacturers and their authorized suppliers, is proud to announce that franchise owners Lise & Régis Girard and Frank Andrée and Chantal Lapalme recently were the recipients of the highest honor for membership renewals awarded to franchisees – Renewal Centre of the Year.

“It is with great pride and honor that we accept this award on behalf of our team members. Régis and I, as managing owners, are dedicated to offering our members exceptional customer service,” said co-owner Lise Girard. “This award is certainly recognition from our members that they continue to put their trust in DirectBuy of Ottawa, and that we are making a difference in their lives. We would like to thank all our members for their support and appreciation.”

DirectBuy centres had the opportunity to qualify for Renewal Centre of the Year by displaying a high renewal rate – a testament to service excellence - on first and subsequent member renewals during a 12-month qualification period. During the past year, all DirectBuy locations were ranked according to their renewal percentage culminating with the top centre, DirectBuy of Ottawa, earning on-stage recognition at DirectBuy’s International Sales & Service Conference and acknowledgment in BuyLines – the company’s network wide newsletter.

Lise & Régis Girard with Frank Andrée and Chantal Lapalme own the 20,000 sq. foot DirectBuy of Ottawa showroom, conveniently located at 1392 Cyrville Road in Ottawa, ON. DirectBuy offers consumers a comfortable, welcoming setting and design centre where they finally have the financial control of buying direct.

“DirectBuy of Ottawa 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,” said co-owner Chantal Lapalme. “Members enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise.”

DirectBuy of Ottawa offers area residents thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 500 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 Ottawa 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 **(613) 749-7399** or visit [www.directbuy.com](http://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 500 brand-name manufacturers and their authorized suppliers in Canada, and more than 700 brand-name manufacturers and authorized suppliers in the United States.

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](http://www.directbuy.com) or [www.directbuycares.com](http://www.directbuycares.com).

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