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DIRECTBUY OF SCOTTSDALE MOVES TO NEW 15,000 SQUARE-FOOT FACILITY; NOW DIRECTBUY OF PHOENIX EAST

Tempe location will serve members as a low-cost, one-stop shopping destination for home improvement

Tempe, AZ, August XX, 2007 – DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, announced the relocation of the former DirectBuy of Scottsdale to a new full-service design showroom at 2000 W. University Drive in Tempe. In honor of the new location, the name of the showroom has also changed to DirectBuy of Phoenix East.

The showroom's owners, Karen Hansen and Michael Ricketts, built the new 15,000 square-foot design center and adjacent warehouse to give DirectBuy members more space to walk through vignettes of products arranged in room settings, browse through catalogs from more than 700 top manufacturers and their authorized suppliers, and discuss ideas for their own homes with licensed interior designers and product specialists on staff.

“Our members will be able to find new ideas for their own homes in the vignettes throughout the showroom, which will feature home furnishings and home improvement products they can purchase at DirectBuy,” said Hansen. “In addition, our members can get a firsthand look at the workmanship of our many installers of items like cabinetry, tile and flooring.”

To assist with home renovation, DirectBuy of Phoenix East members will also have access to licensed interior designers, as well as product specialists who are specially trained in one of five areas of merchandise: Home Furnishing, Home Improvement, Flooring, Accessories, and Entertainment / Outdoor.

“DirectBuy is proud to give homeowners in the Phoenix area the opportunity to purchase virtually everything for in and around the home with no traditional retail markup,” said Bart Fesperman, vice president of sales and marketing for DirectBuy. “DirectBuy has offered its members unmatched savings, selection and service across North America for the past 35 years and we are excited to bring that tradition to our existing members from Scottsdale, as well as the community of Tempe.”

DirectBuy is a membership-based company that allows consumers to purchase brand-name merchandise for their home and family at manufacturer-direct prices. By providing

brand-name items without traditional markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams.

Consumers who are interested in joining DirectBuy of Phoenix East 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 markup when purchasing brand-name merchandise.

About DirectBuy

For more than 35 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 several hundred manufacturers at over 140 showrooms 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 805-214-3030 or visit www.directbuy.com or www.directbuycares.com.

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