



FOR IMMEDIATE RELEASE:

Contact:

Sara Shragal

DirectBuy

219-736-1100 ext 365

sshragal@directbuy.com

**DIRECTBUY OF PINELLAS COUNTY CELEBRATES ONE YEAR OF
MEMBER SERVICE**

Largo, Fla., June 18, 2008 – Even though they’ve only been DirectBuy owners for one year now, Pete and Debbie Wisniewski have been DirectBuy members for more than 15 years.

As long-time DirectBuy members themselves, they understand and appreciate the benefits of a DirectBuy membership. They also have a tremendous amount of support in their new venture from both of their families.

Actually, Pete and Debbie are the second “Wisniewski” family to own a DirectBuy franchise. Pete’s brother, Philip, and sister-in-law, Suzanne, have owned the DirectBuy showroom in Edison, New Jersey, for over 20 years.

In fact, three generations of the family work in the Edison center. Pete and Debbie’s nephew, Peter, is the Sales Manager; his wife, Rachel, is the Office Manager; and their two great nieces, Tara and Kristi, work in the Service Department. While Pete and Debbie don’t have 3 generations working in Pinellas yet, they are happy to have their son, Nick, on the team.

DirectBuy of Pinellas County offers area residents thousands of items, including kitchen cabinets, flat-screen televisions, furniture, flooring and major appliances from more than 700 top manufacturers and their authorized suppliers. The 16,000 sq. foot showroom and adjacent warehouse are located at 8040 Bryan Dairy Road in Largo, Florida.

“DirectBuy of Pinellas County sets itself apart from traditional retailers by providing consumers with a low-cost, ‘one-stop shopping’ destination where they can furnish, decorate or remodel their home,” said owner Pete Wisniewski. “Members will enjoy personalized service as they navigate through our extensive selection of quality merchandise.”

DirectBuy enables consumers to purchase brand-name products for their home and family at members-only, manufacturer-direct prices. By providing merchandise without traditional retail markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams.

To assist members with their home renovation projects, Pete and Debbie employ a friendly, knowledgeable staff. Together, they work diligently to ensure that DirectBuy members find outstanding value and incredible selection through a simplified shopping process in 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 keep homeowners on budget and from feeling overwhelmed by their project.

About DirectBuy

For 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 furniture, carpet and flooring, and custom window treatments, to kitchen and bath cabinets and fixtures, appliances, sporting goods, jewelry and much, much more. DirectBuy enables members to purchase products from several hundred manufacturers at more than 150 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycares.com.

DirectBuy Membership

Consumers who are interested in joining DirectBuy of Pinellas County 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 1-888-860-8981 or visit the Tampa Bay area website at www.directbuy-tampa.com.