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DIRECTBUY OF SAN DIEGO NORTH HELPS LOCAL FIRE VICTIM

SAN DIEGO, CA., March 13, 2008- [DirectBuy](#), the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, is proud to announce that DirectBuy of San Diego North donated \$5,000 in merchandise and a DirectBuy membership to a local family affected by wildfire.

Dan and Cathy Hartle from Ramona lost their home in the Cedar Fire of 2003. The Cedar Fire, driven by Santa Ana Winds, burned through 280,278 acres and destroyed 2,232 homes. The Hartles had just paid off their home when the Cedar Fire and blazed through their neighborhood. The Hartles weren't aware that because they had paid off their home loan, the home was no longer covered under the existing insurance policy. The Hartles were forced to start over with nothing, and slowly begin to rebuild their home.

In what would likely be considered as a plot for a horror movie, the Hartles, while rebuilding their home, had to battle yet another wildfire. In October of 2007, the Witch Creek fires burned through the town of Ramona, and almost scorched their dreams of having a home again. Since their home was not complete, it was even more susceptible to catching fire. Neighbors joined around the Hartles' home, battling the surrounding fire with hoses. They were determined to keep their neighbors' home safe, and their determination paid off – the Hartles home remained untouched by the Witch Creek Fire.



Franchise Owners Fred and Susan Denischuk (right) with Service Manager Marcia Greenwood (middle) welcome the Hartles as new members.

Because of the enormous number of families in the area displaced by the fire, many business owners scrambled to provide assistance. DirectBuy Owners Susan, Fred, and Blake Denischuk of San Diego North knew they could help – after all, they owned a showroom where members could purchase nearly everything for in and around their homes. After hearing the Hartles story, they knew they could help Dan and Cathy finally finish their home.

“I couldn’t imagine losing my home to a fire, and then having to go through almost losing it again,” says Susan Denischuk. “Being able to help the Hartles finally complete their home has been an extremely rewarding experience.”

“I am so grateful to DirectBuy for what they have done for us,” says Cathy Hartle. “Susan, Fred, and Blake are so wonderful! It’s a great feeling to be reached out to in a time of need. As new members, we are amazed by the incredible selection through DirectBuy’s vendors. I wish we had known about DirectBuy when we built our first home. It’s so much easier to buy through DirectBuy when you’re building a home, because hundreds of vendors are at your fingertips. On top of the great savings and selection, we are so happy with the service we have experienced from everyone at the San Diego showroom.”

About DirectBuy

For more than 36 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 and their authorized suppliers at more than 150 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 DirectBuy membership, visit www.DirectBuy.com or www.DirectBuyCares.com.