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DIRECTBUY OF WINNIPEG AWARDS \$25,000 HOME MAKEOVER TO AREA RESIDENT

Winnipeg residents Balic Nihad and Merina Topcic, plan to use their winnings to purchase the home of their dreams.

Winnipeg, MB, May 15, 2009 – DirectBuy of Winnipeg, the home improvement and furnishings club with direct insider prices, awarded \$25,000 to Winnipeg resident Balic Nihad on Wednesday, May 6th, 2009, as part of the company's national Home Makeover Program.



With flowers in hand, Balic came ready to show his gratitude to the owners of DirectBuy of Winnipeg, and displayed much enthusiasm upon being named DirectBuy's grand prize winner. "I am completely overjoyed," he explained. "I still can't believe I won \$25,000. I would never have imagined anything like this happening to me."

Balic Nihad and his girlfriend, Merina Topcic, plan to use their newfound fortune to purchase their dream home. Balic hopes to find a place in the same community in which he has made his home for the past 16 years after immigrating to Canada from Bosnia. Over the past few years, DirectBuy has distributed more than \$450,000 in prize money to both members and non-members as part of their Home Makeover Contest, designed to help consumers create the home of their dreams.

Dwight and Lynn Till, who own and operate DirectBuy of Winnipeg, were excited that they were able to help someone from their community realize their dreams. "I was very excited when I found out the Home Makeover grand prize winner was from our club," co-owner Lynn Till explained. "The check presentation went wonderfully and I am happy that we could be part of this life-changing experience for such a nice couple."

The DirectBuy of Winnipeg club, located at #180 – 117 King Edward Street in Winnipeg, offers consumers thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 500 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 Winnipeg 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 Winnipeg 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 more than 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 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.directbuycare.com.

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