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Contact:

Lindsey Kajmakoski
DirectBuy
219-736-1100 ext 338
lindseyk@directbuy.com

Sara Shragal
DirectBuy
219-648-7365
sshragal@directbuy.com

Valley Life Re-Welcomes DirectBuy of Fresno

Fresno, CA, December 6, 2008 – In late October, KMPH Fox 26’s Valley Life welcomed back Troy Seavers, owner of DirectBuy of Fresno, for his second appearance on the show. Seavers was invited in early April to help explain the DirectBuy concept and how consumers can save money on purchases when redecorating, refurnishing or remodeling their homes. On his recent appearance, he expanded upon DirectBuy’s unique business model, and also touched on the everyday savings members can experience.

“We’re not just about furnishing and remodeling,” said Seavers. “We have everyday items like golf clubs, dishes, jewelry, electronics, fitness equipment, and bedding. We’re more than just the savings; we are a one-stop shop that saves you time and money.”

Also featured on the show were DirectBuy members, Doug and Betty Constant. “DirectBuy carries everything you would find in retail stores, except it’s all in one place,” said Doug Constant. “Ninety-nine percent of the time you will find what you need at DirectBuy.”

Valley Life, hosted by Rich Kreps and Lesa Jennings, is a 10 a.m. weekday morning talk show that focuses on delivering information to area residents regarding the best local destinations and products for real people in Fresno. “Going direct to the manufacturer and cutting out the middleman, leads to astronomical saving,” said Kreps. “DirectBuy gives people the opportunity to buy without traditional retail markup.”

Since 1971, DirectBuy has helped consumers enjoy enormous savings on home furnishings, home improvement items, entertainment and outdoor products, and accessories, by providing an avenue to purchase directly from the manufacturer. DirectBuy of Fresno has a 29,000 sq. foot showroom conveniently located at 4150 W. Shaw Avenue in Fresno that offers consumers a comfortable, welcoming setting where they finally have the financial control of buying direct.

“The showroom is like a playground for adults, you can shop for room-to-room, outside or inside, they have everything,” said Betty Constant. “Also, the service staff is so wonderful to work with and they will help you with anything that you need.”

DirectBuy of Fresno carries a large selection of brand-name furniture at prices direct from manufacturers and their authorized suppliers. To assist members with their home

renovation projects, DirectBuy employs interior designers and product specialists who are trained in one of five areas of merchandise: Home Furnishings, 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 concept keeps homeowners on budget and from feeling overwhelmed by their project.

For more information on DirectBuy of Fresno, you can call 559.476.2302 or visit www.directbuy-fresno.com.

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 160 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 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, please visit www.directbuy.com.