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## **\$25,000 GRAND PRIZE MAKES COLLEGE DREAM A REALITY**

**Waterloo, Ontario October 9, 2008** –Winning \$25,000 can be a life-changing event for most people, but for DirectBuy’s Home Makeover Contest winner Michaela Roder, it changed her daughter’s future. Upon accepting the winning cash prize, she immediately opened a college fund in her daughter’s name.

“Being a single mom is hard and the one thing I want most for my daughter is a college education,” said Michaela. “DirectBuy helps people realize their dreams and through the Home Makeover Contest, they helped make my dreams for my daughter come true.”

Prior to being named the winner, Michaela wasn’t sure how she was going to put her daughter through college on one income. Incredible enough, she was one of the lucky winners to enter and win DirectBuy’s 10<sup>th</sup> Canadian Home Makeover Giveaway.



“It’s a wonderful feeling to know that we contributed to her daughter’s education and we were able to relieve some of that pressure from her mother,” said Owner Wayne Budd. “She really did a wonderful job raising her daughter and I can’t think of a more deserving family.”

The Roder family entered the \$25,000 Home Makeover Contest by attending an Open House at DirectBuy of Waterloo. The Open House is designed to educate consumers about DirectBuy's unique business model, and how it enables members to avoid traditional markup on top brand-name products for in and around their homes. DirectBuy takes special care to help prospective members determine whether a membership is appropriate for their lifestyle and buying habits.

Members of DirectBuy have access to thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from hundreds of top manufacturers and their authorized suppliers. Since DirectBuy offers brand-name merchandise with no traditional retail markup, members are able to save hundreds, even thousands, of dollars on purchases for their homes. To assist with home renovation, DirectBuy members also have

access to licensed interior designers and product specialists who are specifically trained in one of five areas of merchandise: Home Furnishings, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

**About DirectBuy**

For more than 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 and much, much more.

DirectBuy enables members to purchase most every product offering from several hundred manufacturers at more than 160 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, visit [www.directbuy.com](http://www.directbuy.com) or <http://www.directbuycare.com/>.

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