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**DIRECTBUY FRANCHISE OWNER NAMED ONE OF
FAIRFIELD COUNTY'S
TOP "40 UNDER 40"**

Norwalk, CT, June 17, 2008 - On June 12, 2008, Kea Chiang, co-owner of DirectBuy of Fairfield County, Conn., was announced as one of the area's top "40 Under 40" business professionals for 2008.

Hosted by the Fairfield Chamber of Commerce, the competition recognizes the top 40 business professionals under the age of 40 for their extraordinary leadership qualities, ongoing commitment to personal and professional development, and outstanding accomplishments that have made a significant impact on their own businesses.

"Leadership comes first and foremost with an unwavering belief in what you do every day," said Chiang. "It is important to recognize that the hard work you put into everything that you do, attracts the respect and hard work of others. I personally work to improve the customer service experience by adhering to four standards."

In addition, Chiang attributes the success of her business to the four customer service standards that DirectBuy has defined:

- Asserting integrity
- Acting with courtesy
- Delivering value; and
- Acting with professionalism.

DirectBuy of Fairfield is owned and operated by Allen and Kea Chiang. Recently, the showroom ranked in the top 10 for merchandise sales out of more than 160 DirectBuy locations.

Winners of the "40 Under 40" competition are chosen from a panel of judges representing the Fairfield County Business Journal and its 2008 awards-program partners: Bridgeport Regional Business Council, Business Council of Fairfield, (Greater) Danbury Chamber of Commerce, Darien Chamber of Commerce, Greenwich Chamber of Commerce, (Greater) Norwalk Chamber of Commerce, Stamford Chamber of

Commerce, (Greater) New Canaan Chamber of Commerce, (Greater) Valley Chamber of Commerce and Wilton Chamber of Commerce.

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 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.