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**DIRECTBUY OF LAS VEGAS EAST HOSTED A GRAND OPENING
CELEBRATION**

Members-only, one-stop shopping destination offers a low-cost alternative for home improvement needs

Las Vegas, NV, January 28, 2008 – DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, has opened a new full-service design showroom in Las Vegas, Nevada, located at 6829 South Eastern Avenue. To celebrate the opening, DirectBuy of Las Vegas East hosted a grand opening event in their new 24,000 sq. foot showroom on Monday, January 28, 2008.

DirectBuy of Las Vegas East offers area residents thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 top manufacturers and their authorized suppliers.

“DirectBuy has offered its members unmatched savings, selection and service for the past 37 years, and we are excited to bring that tradition to residents living in the communities surrounding east Las Vegas,” said Bart Fesperman, vice president of sales and marketing for DirectBuy. “We offer the top home furnishings and home improvement brands at discounted prices that consumers will not find anywhere else. We’re confident that area families will quickly benefit from this exciting concept.”

DirectBuy enables consumers to purchase brand-name merchandise for their home and family at members-only, manufacturer-direct prices. By providing merchandise without traditional retail markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams. DirectBuy of Las Vegas East is owned and operated by Thomas and JoAnn Howa and Susan Eaton.

“DirectBuy of Las Vegas East sets itself apart from traditional retailers by providing consumers with a low-cost, ‘one-stop shopping’ destination where they can furnish, build or renovate their home,” said co-owner Tom Howa. “Members will enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise.”

To assist members with their home renovation projects, DirectBuy employs interior designers and product specialists who are specially trained in one of five areas of

merchandise: Home Furnishing, 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 keep homeowners on budget and from feeling overwhelmed by their project.

DirectBuy Membership

Consumers who are interested in joining DirectBuy of Las Vegas East 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, call 702-777-5680 or visit www.directbuy.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 and much, much more. DirectBuy enables members to purchase products from several hundred manufacturers at more than 150 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycare.com.

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