



## **DirectBuy Awards Winnipeg Family \$25,000 Home Makeover**

*DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, awards Winnipeg member with \$25,000 home makeover.*

Winnipeg, Canada, May 15, 2007 --(PR.com)-- What would you do if you had \$25,000 to spend on almost anything for your home? Keith Haddad of Winnipeg will be faced with that enviable dilemma as DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, announced that Mr. Haddad won the \$25,000 Home Makeover Contest from [DirectBuy of Winnipeg](#), located at 180-117 King Edward Street.

"We are excited to present Mr. Haddad with the opportunity to design and enjoy the home of his dreams," says Lynn Till, DirectBuy Winnipeg Showroom Owner. "The best alternative to conventional retail buying, DirectBuy offers its members an extraordinary selection of merchandise, a simplified shopping experience and incredible savings."

Mr. Haddad received a phone call and a mailing detailing the opportunity to participate in the Home Makeover contest. He also attended an Open House at DirectBuy of Winnipeg. The Open House is designed to educate consumers about how tens of thousands of DirectBuy members across North America avoid traditional markup when purchasing brand-name merchandise for in and around their homes. During the Open House, DirectBuy helps prospective members determine whether a membership is appropriate for their lifestyle and buying habits.

Members of DirectBuy have access to hundreds of thousands of items, including kitchen cabinets, flat-screen televisions and major appliances, from more than 500 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 members with their home decorating, building and remodeling projects, DirectBuy showrooms provide members access to interior design, delivery, and installation services.

DirectBuy offers this contest at many of its more than 130 locations throughout the United States and Canada. Other Winnipeg winners include members Karen Gray and her daughter Samantha, who won a \$25,000 home makeover from DirectBuy of Winnipeg in 2006.

"I'm still in shock," says Haddad. "Initially I joined DirectBuy in order to take advantage of the incredible savings and to purchase better quality merchandise at affordable prices. Since joining I have found the time savings and great service beneficial as well. I never dreamed I would be the recipient of \$25,000 to make over my home. This will make it possible to complete the work in the next couple of months instead of the next couple of years!"

About DirectBuy:

For more than 35 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](#), 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 more than 500 manufacturers and their authorized suppliers at over 130 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, call 204-925-4190 or visit [www.DirectBuy.com](http://www.DirectBuy.com) or [www.DirectBuyCares.com](http://www.DirectBuyCares.com)

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**Contact Information:**

DirectBuy  
Sara Shragal  
219-736-1100 ext. 365  
sshragal@directbuy.com  
<http://www.directbuy.com/>

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