



## **DirectBuy Opens New Northeast Orange County Members-Only Design Showroom**

*DirectBuy's Northeast Orange County location provides a low-cost, one-stop shopping destination for virtually everything in home design.*

Anaheim Hills, CA, June 26, 2007 --(PR.com)-- DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, announced today that it will open a full-service design showroom in Anaheim Hills, California. [DirectBuy of Northeast Orange County](#) will be located at 4925 East Hunter Avenue, and will offer Northeast Orange County residents hundreds of thousands of items, including kitchen cabinets, flooring, lighting, and major appliances, from more than 700 top manufacturers and their authorized suppliers.

“DirectBuy is proud to give homeowners in the Northeast Orange County area the opportunity to purchase virtually everything for in and around the home with no traditional retail markup,” said Bart Fesperman, vice president of sales and marketing for DirectBuy. “DirectBuy has offered its members unmatched savings, selection and service across North America for the past 35 years, and we are excited to bring that tradition to Northeast Orange County.”

DirectBuy is a membership-based company that allows consumers to purchase brand-name merchandise for their homes and family at manufacturer-direct prices. By providing brand-name items without traditional markup, DirectBuy dramatically increases the purchasing power of its members, enabling them to enjoy the home of their dreams.

To assist with home renovation, DirectBuy of Northeast Orange County members will also have access to licensed interior designers, as well as product specialists who are specially trained in one of five areas of merchandise: Home Furnishings, Home Improvement, Flooring, Accessories, and Entertainment / Outdoor.

DirectBuy of Northeast Orange County will be owned and operated by Mark and Kim Gower and Ann and Geoff Rocke. The Gowers also operate DirectBuy of South Orange County, which is located at 3030 Pullman Street in Costa Mesa.

“We are excited to bring DirectBuy to Northeast Orange County to provide our members with outstanding value, selection and service through a simplified shopping experience,” said Kim Gower, owner of DirectBuy of Northeast Orange County. “DirectBuy takes special care to ensure that our members receive the best service by offering friendly design showrooms to browse and select merchandise in a comfortable, hassle-free environment.”

Consumers who are interested in joining DirectBuy of Northeast Orange County 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 markup when purchasing brand-name merchandise for their homes and family.



#### 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, flooring, and [outdoor living décor](#), to kitchen and bath remodeling products, appliances, tile and much, much more.

[DirectBuy](#) enables members to purchase most every product offering from several hundred top manufacturers and their authorized suppliers at over 140 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 [www.directbuycares.com](http://www.directbuycares.com).

###



**Contact Information:**

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

**Online Version of Press Release:**

You can read the online version of this press release at: <http://www.pr.com/press-release/43330>

**News Image:**

