



DirectBuy Design Showroom Now Open in Bakersfield

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

Bakersfield, CA, February 12, 2008 --(PR.com)-- 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 Bakersfield, Calif.

DirectBuy offers Bakersfield area residents thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 top manufacturers and their authorized suppliers. The new 14,700 sq. foot showroom and adjacent warehouse are located at 4308 Resnik Ct., near the Dreyer's Ice Cream plant.

"DirectBuy has offered its members unmatched savings, selection and service for the past 35 years, and we are excited to bring that tradition to Bakersfield," 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 Bakersfield families will quickly benefit from this exciting concept."

DirectBuy allows 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 Bakersfield](#) is owned and operated by Larry Fleck and John Fitzpatrick.

"DirectBuy of Bakersfield 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 Larry Fleck. "Members will enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise."

To assist with home renovation, DirectBuy of Bakersfield members have access to licensed 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 exclusive 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 Bakersfield 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 661-735-4500.

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](#) and flooring, and custom window treatments, to [kitchen cabinets](#), bath cabinets and fixtures, appliances and much, much more. DirectBuy enables members to purchase most every product offering from several hundred manufacturers at over 140 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycare.com.

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