



DirectBuy Opens New Columbus East Members-Only Design Showroom

Low-cost alternative to retail is a one-stop shopping destination for consumers furnishing, remodeling or building a new home.

Columbus, OH, February 13, 2008 --(PR.com)-- DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, has re-opened its showroom in Columbus, Ohio. The new full-service design showroom, located at 2188 Citygate Drive, will enable Columbus consumers to purchase brand-name merchandise for their home and family at members-only, manufacturer-direct prices.

The showroom's owners, Mark Lankford and Steve Bethel, built the new 10,300 square-foot showroom and adjacent warehouse to give new and existing DirectBuy members more space to walk through vignettes of products arranged in room settings, browse through catalogs from more than 700 top manufacturers and their authorized suppliers, and discuss ideas for their own homes with interior designers and product specialists on staff.

"DirectBuy has offered its members unmatched savings, selection and service for the past 35 years, and we are excited to continue that tradition with the new Columbus East showroom," 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 Columbus families will quickly benefit from this exciting concept at our new location."

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 Columbus East](#) is owned and operated by Mark Lankford and Steve Bethel.

"Consumers in the Columbus area will be blown away by the wide array of merchandise and significant savings that we offer," said co-owner Mark Lankford. "DirectBuy of Columbus East will set itself apart from traditional retailers by providing consumers with a low-cost, 'one-stop shopping' destination wherein they can furnish, build or renovate their home."

To assist members with their home renovation projects, DirectBuy of Columbus East offers access to interior designers and product specialists who are specially trained in one of five areas of merchandise: Home Furnishings, 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 Columbus 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 614-888-3589.

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 more than 140 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycare.com.

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