



## **DirectBuy Opens New Palm Springs Members-Only Design Showroom**

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

Palm Springs, CA, March 05, 2008 --(PR.com)-- DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, has opened a full-service design showroom in Palm Desert, California.

DirectBuy of Palm Springs, located at 77-742 Las Montanas in Palm Desert, will enable consumers in the Palm Springs area to purchase brand-name merchandise for their home and family at members-only, manufacturer-direct prices. The new 13,300 sq.-foot showroom and adjacent warehouse 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 35 years, and we are excited to bring that tradition to Palm Springs,” 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 families in the Palm Springs area will quickly benefit from this exciting concept.”

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 Palm Springs is owned and operated by Mike Fedderly.

“DirectBuy of Palm Springs 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,” said co-owner Mike Fedderly. “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 of Palm Springs 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 Palm Springs 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 760-837-3658.

#### 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](#) and 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](http://www.directbuy.com) or [www.directbuycare.com](http://www.directbuycare.com).

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