



DirectBuy Opens New Atlanta Northeast Members-Only Design Showroom

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

Atlanta, GA, March 17, 2008 --(PR.com)-- DirectBuy, the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices, announced that it has opened a new 19,000 square-foot showroom and adjacent warehouse at 3079 Premiere Parkway #170 in Duluth. [DirectBuy of Atlanta Northeast](#) 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 is proud to give homeowners in the Atlanta 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 the community of Duluth."

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

DirectBuy of Atlanta Northeast is owned and operated by local entrepreneurs Robert and Terri MacDonald. Both have had successful careers that have given them valuable experience that they will put to good use assisting DirectBuy members. For 20 years, Terri worked as a reporter and anchor in major markets throughout the United States. After the couple had children, Terri transitioned into commercial on-camera and voice-over work and teaching at Woodward Academy in Atlanta. Bob has made a name for himself in the building materials and home furnishings industry, spending two decades in sales and marketing at Armstrong, and later serving as CEO of Peachtree Doors and Windows before moving on as CEO of Douglas Furniture.

"We're very excited about introducing the DirectBuy concept to the community," said Terri. "Although DirectBuy is one of America's best-kept secrets, we know how much it will help families in the area."

"We're working to make the membership experience really valuable," said Robert. "We don't gain unless we're helping families. Everything else will come accordingly."

To assist them with their home renovation projects, DirectBuy of Atlanta Northeast members have access to licensed interior and kitchen cabinet designers, along with 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 Atlanta Northeast 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 678-281-0772 or visit www.directbuy.com or www.directbuycares.com.

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

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