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## **DIRECTBUY OF OTTAWA HONOURED WITH SALES CENTRE OF THE YEAR AWARD**

*DirectBuy showroom in Ottawa recognized as top performing centre out of 160+ showrooms throughout Canada and the United States*

**Ottawa, ON, January 23, 2009-** DirectBuy, the leading members-only showroom and home design centre that offers merchandise direct from manufacturers and their authorized suppliers, is proud to announce that franchise owners Lise & Régis Girard and Frank Andrée and Chantal Lapalme recently were the recipients of the highest honour for sales awarded to franchisees – Sales Centre of the Year.

"We are extremely proud to have received this prestigious award. Helping our members to realize their dreams is remarkably rewarding for us as DirectBuy franchise owners," said co-owner Lise Girard. "However, we would not have accomplished these lofty goals without the support of our knowledgeable and devoted staff. We would like to share this award with each and every one of our employees."

DirectBuy centres had the opportunity to qualify for Sales Centre of the Year by introducing families to the DirectBuy concept, and were recognized for the number of families they helped join DirectBuy for the months of November 2007 through October 2008.

For their accomplishment, DirectBuy of Ottawa earned on-stage and video recognition at DirectBuy's International Sales & Service Conference, a plaque celebrating their success, and acknowledgment in BuyLines – the company's network-wide newsletter.

Lise & Régis Girard with Frank Andrée and Chantal Lapalme own the 20,000 sq. foot DirectBuy of Ottawa showroom, conveniently located at 1392 Cyrville Road in Ottawa, ON. DirectBuy offers consumers a comfortable, welcoming setting and design centre where they finally have the financial control of buying direct.

"We buy just like the retailers buy and then we pass the savings right on to our members," co-owner Chantal Lapalme explains. "Our hope is to elevate the shopping experience for our members while continuing to provide them with tremendous service and savings on the more than 500 manufacturers and authorized suppliers we carry."

To assist members with their home renovation projects, DirectBuy employs 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 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 keeps homeowners on budget and from feeling overwhelmed by their project.

### **DirectBuy Membership**

Consumers who are interested in joining DirectBuy of Ottawa 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 **(613) 749-7399** or visit [www.directbuy.com](http://www.directbuy.com).

### **About DirectBuy**

For more than 37 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 furnishings, home improvement and flooring, to entertainment and outdoor products, accessories and much, much more. With more than 160 locations in North America, DirectBuy offers its members access to approximately 500 brand-name manufacturers and their authorized suppliers in Canada, and more than 700 brand-name manufacturers and authorized suppliers in the United States.

Consumers interested in seeing DirectBuy's savings, service and selection up close may obtain a Visitor's Pass to attend an Open House by visiting [www.directbuy.com](http://www.directbuy.com) or [www.directbuycares.com](http://www.directbuycares.com).

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