

FOR IMMEDIATE RELEASE

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Direct Appliance and TV

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Direct Appliance and TV Has Moved!

New Location offers more space, greater selection, and expanded product lines.

CEDAR FALLS, IOWA -- January 19, 2007 -- **Direct Appliance and TV** has moved from their former location in Waterloo to a new and much larger location at 5424 University Avenue in Cedar Falls.

Now located in the former Ace Fogdal RV building, the move has added over 3,000 square feet to **DATV's** showroom space, including a **huge** TV display room featuring the latest HDTV and LCD HDTV's. The move has also added an additional 2,600 square feet of warehouse space. This translates to more selection and more choice for customers, as **DATV** can keep more products on hand and add new product lines as they become available.

Direct Appliance and TV carries Amana, Hotpoint, Magic Chef, Maytag, RCA, Toshiba, Bosch, and LG, and they're the only GE Showcase Dealer in the Cedar Valley.

Direct Appliance and TV services everything they sell and are locally owned and operated.

For more information, contact Tom or Karl at 319-553-0171, email sales@directapplianceandtv.com, or visit them on the web at www.directapplianceandtv.com.

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