

For Immediate Release

Pride Family Brands Names Jamie Sorcher as the Casual Furniture Manufacturer's Resident Lifestyle Expert

(Hollywood, FL) - April 15, 2011 -- In response to retailer and consumer desire for more designer insight and information, Pride Family Brands announces that it has entered into an association with design expert and media personality, Jamie Sorcher to become the award-winning casual furnishings manufacturers' Resident Lifestyle Expert.

In the position of Pride's Resident Lifestyle Expert, Sorcher will work to promote the outdoor furnishings brands of Pride Family Brands through videos, appearances, on air promotions, at show events and a Pride Family Brands casual lifestyle blog. "We are excited to add Jamie to our promotional and marketing team," said Jamie Lowsky, CEO, Pride Family Brands. "Her background in product promotion including print and electronic venues will provide valuable promotional assistance to our brand and ultimately to our retailers and their customers."

Best known for her television work as the original 'Gizmo Girl' on ESPN's Cold Pizza morning show and numerous appearances on network television, Jamie Sorcher is a seasoned correspondent with more than 15 years experience in print, broadcast, and online media. She also has worked as a contributor to ShopSmart, a sister publication of Consumer Reports, and served as a senior editor of Hachette Filipacchi Media. In that position, Jamie wrote about lifestyle and entertainment for numerous publications including Home and Ty Pennington at Home.

"I am excited to join with Pride Family Brands and its lineup of high quality designer casual furniture and accessories to present information and comment on trends and the casual lifestyle of the Pride retail partners, their customers and the industry as a whole," said Sorcher. "As Resident Lifestyle Expert, I am looking forward to providing expert information to better enable all to make not only educated purchasing decisions; but also to heighten the overall outdoor living enjoyment factor."

For more information about Pride Family Brands and their distinguished lines of casual furniture visit www.pridefamilybrands.com or contact 954-735-9800.

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About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of casual furniture. Innovation, state of the art manufacturing, and superior quality products are the trademark of Pride Family Brands and the reason Pride is recognized as a leader in the casual furniture industry.

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