

## For Immediate Release

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### Outdoor and Casual Furnishings Retailers Respond to "How's Business?" in June 2011 Industry Survey Sponsored by Pride Family Brands

*(Hollywood, FL) - May 18, 2011* -- The latest in a year-long series of monthly research reports focusing on the outdoor and casual furnishings industry will feature insight from the retailers' point of view. Through a sponsorship by Pride Family Brands, the research to be published in the June issue of Casual Living magazine, will analyze collective responses to "How's Business?" from retailers across the segment. Sales as reported for the first quarter of 2011 along with sales figures forecasted by the retailers for the remainder of the year will also be available from the research.

"Pride Family Brands is committed to bringing this and every month's research results to the casual retailers and manufacturers alike," said Steve Lowsky, Executive Vice President, Pride Family Brands. "Our continued sponsorship enables all within the casual segment to benefit from insight and knowledge that would not otherwise be available."

Results in the "How's Business?" survey focused on questions of how and if casual retailers have effectively cut costs during the current economic challenges; which product categories are the top sellers so far in 2011; and if price points are being affected. Overall concern levels will also be included from the retailer perspective for factors including rising oil prices, rising health care costs and insurance costs, consumer confidence, tightening of consumer credit, shipping delays, product availability and shrinking margins.

Each of the monthly surveys sponsored by Pride Family Brands, a multi-award-winning designer and manufacturer of casual furnishings, are drafted to provide insight and inspiration for businesses throughout the outdoor category. "We are very pleased with Pride Family Brands' 2011 sponsorship of outdoor and casual research within Casual Living magazine. Pride's support and research partnership is vital in providing informative data to the industry each and every month," said Dana French, Director of Research, Casual Living.

Surveys planned for upcoming months include exploring the segment in connection with Interior Designers as well as a two month featured HGTV Consumer Views Survey. In November, Pride Family Brands again will sponsor the Universe Study created exclusively by Casual Living with detailed category and distribution channel information as well as projections for 2012.

For more information about Pride Family Brands and their distinguished lines of casual furniture visit [www.pridefamilybrands.com](http://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.