

For Immediate Release

Pride Family Brands Expands Handcrafted Wrought Aluminum Collections with the Old World Inspired Centurion

(Hollywood, FL) - June 29, 2011 – From the award-winning designers at Pride Family Brands comes the Centurion Collection handcrafted of durable wrought aluminum from the Castelle line of luxury casual furnishings. Inspired by old world styling, the Centurion Collection provides a perfect complement of slender yet sturdy aluminum construction and ample weather resistant cushioning.

"With the introduction of the Centurion and other collections within the wrought aluminum construction, excitement is building within our retail partners as they take advantage of the quality and value these collections offer," said Jamie Lowsky, C.E.O., Pride Family Brands. "Dealers and consumers are attracted by the handcrafted designs as well as the price point."

The Centurion Collection features wrought aluminum at its handcrafted finest. Slender, gently curving elements with cast features adorn the chair back and sides leaving room for the oversized cushioning to shine through. Each piece in the collection incorporates curves within the arm and back structures. For 2012, the Centurion Collection also has a table design that follows in this elegant style.

The Centurion Collection includes cushioned and sling dining as well as a full complement of deep seating pieces. All items feature Pride's premium powder coat finishing and hand applied decorative accents. Action and stationary seating are available in all sets.

"With the success of the Veranda introduced last season, our retailers requested additional wrought aluminum designs," said Rory Rehmert, vice president of sales and marketing for Pride Family Brands. "The Centurion is just one of the exciting new wrought aluminum collections we will be offering."

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.

PRIDE FAMILY BRANDS



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