

For Immediate Release

Pride Family Brands Launches Phase Two of Its "Attention To Detail," Multi-Level Promotional Campaign

Comprehensive promotional campaign to enter phase two for casual furnishings manufacturer, Pride Family Brands utilizing traditional and emerging media.

(Hollywood, FL) - July 4, 2011 – Pride Family Brands, manufacturer and designer of casual furnishings, announces the launch of the second phase of its "Attention to Detail" (ATD) promotional campaign slated for 2011-2012. Numerous media and marketing outlets including traditional and emerging media will be incorporated into the efforts.

Earlier in the spring of 2011, the first phase of the campaign was announced including the naming of Jamie Sorcher, media personality, as Pride's Resident Lifestyle Expert and the host of the company's *Attention To Detail* video series. Phase two will include additional video productions as well as theme driven print and electronic advertising, email marketing, expanded social media and coordinated collateral materials.

"Over the past two years, we have positioned Pride Family Brands as a luxury outdoor furnishings company with our 'Finest Casual Furniture In the World' campaign," said Steve Lowsky, executive vice president of Pride Family Brands, Hollywood, Fla. "From that campaign came the *Attention To Detail* theme that is what defines the product quality position recognized by our retail partners."

Phase two of the campaign will focus the theme as it relates to multiple components including Pride's product design, the cast construction, the finishing, the fabrics ultimately to the packaging. "*Attention to Detail* is not only an advertising campaign, but a visualization of our ongoing company policy," said Rory Rehmert, vice president of sales and marketing for the award-winning casual furnishings manufacturer. Pride Family Brands will incorporate the campaign's message into internal and external communication including newsletters and retailer handout materials.

Multiple videos featuring Sorcher interviewing members of the Pride sales and management teams on topics related to the ATD message will be made available to the trade and consumers via Pride Family Brands' website, social media sites and online video sites including YouTube.

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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