

## For Immediate Release

### Pride Family Brands Awarded Manufacturing Leadership Award for Luxury Cast Aluminum Products for 2011 by Casual Furnishings Industry

*Award-winning casual furnishings designer and manufacturer, Pride Family Brands was the recipient of the Manufacturing Leadership Award for Cast Aluminum Products for 2011. Announced during the industry's International Casual Furniture Market, the award was determined by a vote of casual furnishings retailers.*

*Hollywood, Fla. (September 28, 2011) – At the 2011 International Casual Furniture and Accessories Market, Pride Family Brands, designer and manufacturer of luxury cast aluminum furniture, was awarded the Manufacturing Leadership Award for the Luxury Cast Aluminum Category. As a result of voting by the retail membership of the International Casual Furnishings Association, Pride Family Brands was recognized for excellence in design, quality of manufactured goods, merchandising, customer service, ethics/trade relations and communications. The distinguished award was conferred on members of Pride Family Brands' management by the Association's Executive Director, Joe Logan at a ceremony held at the Chicago Institute of Art.*

Designed to acknowledge excellence in manufacturing within the casual industry, The Manufacturing Leadership Award is based on criteria encompassing the entire association between the manufacturer and the retailers.

"We are honored to have received this prestigious award," said Steve Lowsky, President of Pride Family Brands, designer and manufacturer of luxury cast aluminum casual furniture. "Our entire organization was instrumental in our obtaining this award. Each and every department's commitment to superior designs, manufacturing, and service resulted in our being acknowledged in this way."

The award was on display within Pride Family Brands' showroom during the Casual Furniture Market. 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.

# PRIDE FAMILY BRANDS



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