

Corporate Contact: Sylvia Henderson, Marketing Manager
Post Office Box 100936, Ft. Lauderdale, Florida 33310
T 954-735-9800 - F 954-735-0642

PRIDEFAMILYBRANDS



Publicity Contact: Laurie Rudd, laurie rudd public relations
Email: laurieruddpr@suddenlink.net 252-714-5377(c)

For Immediate Release

Pride Family Brands Announces Positive Retailer Response to Introductions in Conservative Economy... *Madrid Collection recognized by value conscious retailers*



"This collection is a great value in the marketplace and is sure to be successful on the retail sales floor," said Rory Rehmert, VP Sales and Marketing for Pride Family Brands.

Ft. Lauderdale, FL -- Designed to capture the flavor and elegance of old world styling, Pride Family Brands' **Madrid Collection**, unveiled at the 2009 International Casual Furniture Market, is proving to be a winner with retailers going into the spring 2010 season. "We have seen great reaction to Madrid," said Rory Rehmert, Vice President of Sales and Marketing for Pride Family Brands. "This collection is a great value in the marketplace and is sure to be successful on the retail sales floor."

Manufacturer of high quality cast and extruded aluminum casual furniture, Pride has combined an intricate cast motif with a substantial cast arm and leg design which is utilized throughout the collection's deep seating and dining pieces. "Our design team has once again created elements that work to emphasize the handcrafting capabilities of our artisans," said Jamie Lowsky, CEO of Pride Family Brands. "At Pride, we place a great deal of emphasis throughout the design and crafting process on providing our dealers with collections and pieces that are truly original."

Marketed under Pride's *Castelle* brand, the Madrid Collection offers attractive mid-range retail pricing in response to a growing demand by value conscious retailers and consumers. For more information about Pride Family Brands and their lines of casual furniture visit pridefamilybrands.com or contact 954-735-9800.

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.