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FOR IMMEDIATE RELEASE

Pride Family Brands Announces Plans To Continue Sponsorship In 2011 of HGTV Outdoor Living Industry Research for Third Consecutive Year

Since 2009, statistics with regard to the outdoor living industry have been made available to casual retailers, vendors and suppliers alike as a result of a major sponsorship by Pride Family Brands.

December 10, 2010 -- Ft. Lauderdale, FL -- For 2011, Pride Family Brands, designer and manufacturer of high quality outdoor cast aluminum furniture, will once again sponsor the publication of extensive research created exclusively for the outdoor living segment. The research in conjunction with HGTV, includes consumer buying trends, design and coloration trends, sales demographics, logistics, retail venues and select outdoor product preferences.



"Over the years, change has been a constant in the outdoor products category," said Steve Lowsky, Executive Vice President, Pride Family Brands. "The results from this research are a valuable tool for all in our casual industry with regard to tracking this change and defining exactly what it means to our segment."

Conducted and published by Sandow Media's Casual Living magazine in issues throughout 2011, the Consumer and Universe Surveys have been designed to provide comprehensive statistics indicating the depth, health and future of the outdoor living product segment. "We are grateful for Pride's

continued support of the surveys, said Dana French, Director of Research for Casual Living. "At Casual Living magazine, part of our mission is to provide industry data that benefits the entire industry. In an uncertain economy, there is an appreciation for the availability of tools to assist in providing a complete story. With our partnership with Pride Family Brands, this once again is possible."

For more information about Pride Family Brands and their lines of casual furniture visit pridefamilybrands.com or contact 954-735-9800. 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.