

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

Formal Gliders – “Beauty in Motion” Introduced by Pride Family Brands

Latest Outdoor Trend of Relaxation with Motion Added to Pride’s Castelle® Lines for 2009

Hollywood, FL – As formal seating options are the latest trend in outdoor living, for 2009 Pride Family Brands, designers or handcrafted casual furniture, enhanced their offering with the addition of formal gliders

creating “beauty in motion.” The formal gliders have been added to multiple collections within the Castelle® line including the all new Jakarta, Casablanca, Regent and Coco Isle.



“With the tremendous interest generated by the formal seating options created for our dining collections, we were excited to offer this new look in a formal glider,” said Jamie Lowsky, CEO, Pride Family Brands. “Incorporating the formal styling with this action seating created not only a beautiful piece of casual furniture, but an enhanced relaxation experience.”

Constructed of cast and hand crafted aluminum and hand decorated with custom finishes, the formal gliders accommodate two people and are engineered for a comfortable gliding motion.

“The addition of a formal action or motion glider to multiple collections within our Castelle® line is an example of our company’s ability to listen to dealer requests,” said Rory Rehmert, Vice President of Sales and Marketing, Pride Family Brands. “We continually strive to be responsive to the needs in the marketplace recognized by our dealers. They are our eyes and ears on the sales floor and we value their input. “

For more information about Pride Family Brands and their distinguished lines of outdoor 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 outdoor 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.

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