

For Immediate Release

Pride Family Brand's New Mart Showroom and 2010 Collections Hit the Mark With Casual Industry Retailers



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Hollywood, FL --(September 30, 2009) Amazement was the feeling throughout Pride Family Brands' showroom on the 17th floor of the Chicago Merchandise Mart during the 2009 International Casual Furniture Market. "The showroom looked like it had been set up for years, not days," said **Keith Kennington of Dallas Texas' Casual Living Patio**. "The look is of a very nice retail store." Kennington's comments were echoed by others visiting the not only relocated, but expanded showroom of Pride Family Brands,

manufacturer of high quality casual furniture. Encompassing over 12,000 square feet of display, 3,500 square feet more than previously occupied, Pride was able to feature expanded collections in enhanced trend-setting vignettes.

"Throughout the market, our retailers were very complementary of the expanded showroom as well as our efforts to provide each with a better understanding of the Pride quality of design and depth of selection for their customers," said Jamie Lowsky, CEO of Pride Family Brands.

"Beautiful, very impressive" said **Frank Alfarone of Seasons Too**, a long-time customer of Pride Family Brands when asked about the showroom and the products on display. New for the 2009 market were additional collections from Pride's Summer Winds brand including aluminum, steel and all new wrought iron. "I am looking forward to checking out the new wrought iron pieces," continued Alfarone. A video playing within the showroom featuring a look inside the Pride manufacturing operations was well received by buyers. "We are committed to meeting design as well as marketing demands of our retailers," said Rory Rehmert, Vice President of Sales and Marketing for Pride Family Brands. "We have taken ambitious steps to fully display and further -- More --

educate our customers on our products in an effort to provide the opportunity to increase sales within their stores." The attendance in the Pride Family Brands showroom was up for this year's market and buyers reflected the positive attitude that was evident throughout the market.

For over 30 years, Pride Family Brands has been a family owned manufacturer of quality outdoor furniture. 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 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.

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