

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 Indicators Following Casual Furniture Market... *Traditional furniture stores fact finding, Crescent the shape of the new season, Retailers rethinking offerings in anticipation of improved spring 2011*

October 13, 2010 -- Ft. Lauderdale, FL -- Indications of a positive outlook for the casual furnishings industry were in evidence during the recent International Casual Furniture and Accessories Market held in Chicago, IL as announced by Pride Family Brands, exhibitor and manufacturer of luxury handcrafted aluminum casual furniture. "General response from both current customers and potential new customers was very positive," said Rory Rehmert, vice president of sales and marketing for the Florida based manufacturer. "Attitudes were upbeat with many retailers rethinking their assortments as they look to an improved spring selling season."



In addition to the response from casual specialty retailers, additional segments also were found to be exploring the potential of outdoor living products. "We did show several full line furniture retailers our assortment," said Rehmert. "All were there on fact-finding missions to determine if outdoor products were right for their businesses." Pride Family Brands' experience was one that is being recognized by the industry overall as traditional furnishings retailers look to this category as possibly an opportunity for additional growth.

As far as the products on display during the week-long market, Pride's introduction of a crescent seating design within deep seating collections received overall positive reviews. "A popular trend that we see is the way retailers are embracing the crescent sofa/loveseat concept," said Rehmert. "The crescent designs create an inviting feel and allow consumers more flexibility when layout out their outdoor setting." The designers of Pride Family Brands recognized that within outdoor settings, the need for furnishings to fit flat against walls is not as critical as it may be for indoor furnishings. Pride Family Brands added crescent seating to 6 collections for spring 2011.

As a result of the positive industry atmosphere and the popularity of its original product designs, Pride Family Brands is realizing advance sales unlike that seen in the last years. "Our orders are coming in well above the preseason orders of 2009," said Rehmert.

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.

#

Pictured: From Pride Family Brands' Castelle line, the Madrid Collection's Crescent Deep Seating Sofa, Love Seat and Cushioned Oval Ottoman.