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PRIDEFAMILYBRANDS



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For Immediate Release

Representative Achievements Recognized by Pride Family Brands

Despite challenges across the category and the nation, independent representatives of Pride Family Brands exhibited excellence in salesmanship

October 11, 2010 -- Ft. Lauderdale, FL -- Pride Family Brands, designers and manufacturer of luxury handcrafted aluminum casual furniture, recently recognized achievements of several of its representative team during the 2010 International Casual Furniture and Accessories Market. Despite the challenges faced within the category in the past year, Pride Family Brands saw increases in many areas and sought to recognize the excellence within their sales group.

The 2010 Pride Family Brands Sales Representative of the Year was awarded to **Steve Tunncliffe** a Pride patio specialty representative for the mid-America region of Ohio, Indiana, Michigan and Western Pennsylvania. This award recognized overall excellence in customer service, territory and sales growth and superior product knowledge of the company's Castelle brand. Steve has been a member of the Pride sales team since 2000.

For the SummerWinds Specialty Sales Representative of the Year for 2010, **Tom Durden** of Tom Durden Sales was selected. This award recognized him for his work with the company's SummerWinds brand category that includes sales of cast and extruded aluminum as well as steel and wrought iron. Covering the areas of Missouri, Kansas, Southern Illinois, Iowa, Nebraska, Minnesota and South Dakota, Tom has represented Pride Family Brands for over eight years.

Awards also were given to representatives for exemplary service in specific areas of growth. The 2010 Pride Family Brands Prospecting Award for excellence in new customer and market area development was awarded to **Michael Urkowitz** of Michael Urkowitz Associates. Mike's territory for Pride includes Eastern Pennsylvania, Southern New Jersey, Maryland, Delaware, and Washington DC. **Doug Becht** of Jack Becht, Ltd. was recognized for the 2010 Pride Family Brands Most Improved Territory. Doug's representation of Pride's products encompasses Illinois and Wisconsin.

The awards were presented by Rory Rehmert, vice president of sales and marketing for Pride Family Brands at a company gathering during the market. "We are proud of the professionals we have representing the brands of Pride Family Brands throughout the country and welcome the opportunity to acknowledge and congratulate them on their achievements," 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.

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Pictured: (Tunncliffe, Durden)

