

For Immediate Release

Pride Family Brand's Design Excellence Designation Creates Excitement at International Casual Furniture Market and at Retail for 2010



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Hollywood, FL --(September 30, 2009)

Pride Family Brands, manufacturers of high quality casual furniture, was recognized by a panel of designers, retailers and media experts from within the casual industry for excellence in design during the recent International Casual Furniture Market. The Pride design team was the recipient of the industry's Design Excellence designation for the Cast Aluminum category with The Sophia Collection's formal dining chair. This is the fourth time that Pride Family Brands, the holder of nearly 50 design patents, has been singled out for this honor.

"Even though we have been recognized for Design Excellence for previous products, this award is especially meaningful to our designers, our sales team, and our retailers due to the current business climate," said Jamie Lowsky, CEO of Pride Family Brands. "This award is not only recognition of a beautiful design in the Sophia Collection, but also of our company's commitment to quality designed products when many within the industry are cutting back design emphasis and limiting introductions."

Prior to the award announcement, the Sophia Collection from Pride's Castelle brand was already creating a great deal of excitement among those visiting Pride's all new 12,000 square foot showroom within Chicago's Merchandise Mart. "We strive each and every year to bring quality designs to our customers," said Rory Rehmert, Vice President Sales and marketing for Pride Family Brands. "This designation is always a plus and provides added excitement for our sales team as well as for those working at the retail level."

The Sophia Formal Dining Chair is a part of a collection featuring wide woven aluminum and a unique slender turned-style spindle leg and arm detail. The Sophia Collection, which includes deep seating, formal and sling dining and motion seating, will be available in fine specialty retail stores for spring of 2010.

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 left to right:

Victor Wolf, VP Production; Sylvia Henderson, Marketing Manager; Jamie Lowsky, CEO (holding award); Steve Lowsky, Executive VP; Beth Entwisle, Asst. Sales Manager; Rory Rehmert, VP Sales and Marketing; Dominique Sinson, Customer Service Manager .

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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