

PRIDEFAMILYBRANDS



For Immediate Release

Pride Family Brands' SummerWinds Line Sees Growth In Challenging Retail Environment



An unprecedented number of new introductions in steel, aluminum and wrought iron offer flexibility in pricing and an ability to meet customer demand.

Hollywood, FL -- Greater than expected growth has been realized by the SummerWinds line from Pride Family Brands, designers and manufacturers of handcrafted outdoor furniture. There also are indications that this acceleration in new and expanded customers will continue for 2010. The brand, which has primarily targeted mass retail outlets, has been a focus for the company that also manufactures the high end Castelle brand of outdoor furnishings. This focus on SummerWinds is evidenced by the nearly 250 new introductions recently unveiled for 2010.

"Although this has been a challenging year for many outdoor manufacturers, we have seen substantial growth in our SummerWinds collections," said Jamie Lowsky, CEO, Pride Family Brands. "Throughout this past year, we have put extensive time and design consideration into creating a line that answers customer requests." Weather resistant aluminum, heavy duty steel and the newly introduced wrought iron constructions are available within the SummerWinds brand.

"The unprecedented depth of the offering within this brand has provided the opportunity for varied pricing options," said Rory Rehmert, vice President of Sales and marketing for Pride Family Brands. "With the ability to meet style, design or pricing specifications from retailers, our SummerWinds line is poised for even greater growth."

SummerWinds collections include outdoor dining, lounging, and high dining pieces. A large selection of tables and accessories coordinate within each of the brand's collections. Selections within the collections boast traditional and contemporary styling.

For more information about Pride Family Brands, the Summer Winds brand 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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