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**PRIDEFAMILYBRANDS**



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For Immediate Release

## Outdoor Living Product Sales Stats for the Nation's Big Box Retailers Presented by Pride Family Brands

*The impact of the recession is presented in a survey's sales figures for the nation's top five mass retailers, in the outdoor living segment, as sponsored by casual furniture designer and manufacturer, Pride Family Brands.*

November 10, 2010 -- Ft. Lauderdale, FL -- In November 2010, the annual research results on the sales of outdoor living products sold through "Big Box" retailers will be published in Casual Living magazine, trade publication to the outdoor leisure marketplace. Thanks in part to its sponsor, Pride Family Brands, the survey illustrates the top five big box or mass retailers with regard to ranking 2009 sales for outdoor living products. Included in the statistics were sales of dining sets, lounge pieces, umbrellas, outdoor tables, bars, bistro sets, hammocks, swings, gliders and outdoor storage. The survey did not include sales of grills, outdoor lighting or outdoor accessories.



"As an industry, we are fortunate to have quality research available to bring awareness of the scope of our casual furnishings segment," said Jamie Lowsky, CEO, Pride Family Brands. "As its sponsor, we recognize the importance and acknowledge the valuable insight it provides in relation to our positioning within the consumer buying trends." Under the supervision of Dana French, Director of Research for Casual Living, the survey utilized independent market research estimates except in the case of publically held entities. The five retailers captured

within the research included Wal-Mart, Lowe's, The Home Depot, Kmart and Target.

Across the entire field of Big Box retailers, the research revealed a decline in sales numbers for the survey period of calendar year 2009. Despite the slip, impressive numbers were garnered by the number one retailer, Wal-Mart, Bentonville, Ark. With sales in the outdoor segment of 1.8 billion, Wal-Mart held a large margin over the number two retailer, Lowe's, Mooresville, N.C. with outdoor sales of 410 million. At 400 million in sales, The Home Depot, Atlanta, Ga. held the number three spot. Ranked fourth for the second year was Kmart, Hoffman Estates, Ill., at 320 million and in the fifth position was Minneapolis, Minn.'s Target at 185 million.

For all, the category of outdoor living continues to receive heightened emphasis even despite the downturn caused by the effects of the recession. For the leader, Wal-Mart, outdoor living furnishings continue to be sold across its total 3,550 stores.

Each year, Casual Living and its partners embark on numerous surveys covering a variety of topics critical to the industry. Topics range from consumer buying trends to specific item sales numbers

or retail venue profiles. Pride Family Brands has partnered with the trade publication in sponsorship of the research for the last two years. "I would like to thank Pride for continuing to bring timely information to the casual and outdoor industry," said French. "Part of Casual Living magazine's mission is to provide industry data for readers to better run their businesses. We believe this is even more important in today's uncertain economy and appreciate Pride's on-going partnership with us in doing just that."

For more information about Pride Family Brands and their lines of casual furniture visit [pridefamilybrands.com](http://pridefamilybrands.com) or contact 954-735-9800.

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**About Pride Family Brands:**

For over 30 years, Pride Family Brands has been a family owned manufacturer of quality handcrafted outdoor furniture. For more information about Pride Family Brands and their distinguished lines of outdoor furniture visit [www.pridefamilybrands.com](http://www.pridefamilybrands.com) or contact 954-735-9800.

*Pictured: (SummerWinds Cushioned Chat Set)*

**About the Survey:**

This exclusive analysis is based on ranking the top five U.S. big box retailers by 2009 sales of outdoor furniture. The special report was compiled by Casual Living Research Director Dana French with assistance from Database/Web Administrator Cynthia Myers.