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FOR IMMEDIATE RELEASE

Pride Family Brands, Casual Furniture Manufacturer, Announces the Addition of Matt Kotoski and Rob Quello To Its Team of Independent Sales Representatives

Bringing over 30 years of sales experience in the outdoor living segment, Kotoski and Quello are poised to represent Pride Family Brands' quality lines, Castelle, Prestige and SummerWinds.

Ft. Lauderdale, FL , November 17, 2010 -- Pride Family Brands, manufacturer of high quality aluminum casual furniture, is pleased to announce the addition of two independent sales representatives, Matt Kotoski and Rob Quello. Kotoski and Quello join Pride's national network of sales personnel representing the manufacturer's Castelle, Prestige and SummerWinds lines.

"Our product lines are well represented by a quality group of sales representatives" said Jamie Lowsky, CEO of Pride Family Brands, headquartered in Hollywood, FL. "With the addition of Matt and Rob, our representation is further enhanced in the key areas of New England and the pacific northwest."

Matt Kotoski brings to his new position with Pride Family Brands over 22 years as a sales representative in the outdoor business arena. Covering the New England area including casual retailers in Massachusetts, New Hampshire, Rhode Island, Vermont, and Maine, Kotoski began his association with Pride Family Brands prior to the casual pre-market in July. In addition to the products manufactured by Pride, Kotoski also represents additional furniture and outdoor accessory companies to the same region.

Since August of 2010, Rob Quello has represented Pride Family Brands to specialty retailers within Washington, Oregon, Alaska and Western Canada. Quello, an eight year veteran of the casual industry, hails from a family with over 50 years of experience in the outdoor living segment. His representation of various outdoor living products had garnered him "sales person of the year" designation for numerous lines. Rob holds an engineering degree from each of Pacific Lutheran University and Washington State.

"We are proud, not only of the addition of Matt and Rob, but of the entire sales force and the team that we have been able to assemble to represent our products," said Rory Rehmert, Vice President of Sales and Marketing for Pride Family Brands. "The importance and value of professional representation cannot be underestimated in the current economic landscape."

For more information about Pride Family Brands and their distinguished lines of casual 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.