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PRIDEFAMILYBRANDS



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For Immediate Release

Pride Family Brands Announces Express Shipment Program for 2011

As retailers work toward improving inventory turns, Pride Family Brands announces an expedited shipment program designed to provide a selection of the most popular collections in 15 working days.



October 27, 2010 -- Ft. Lauderdale, FL -- In as little as fifteen working days, casual retailers can now receive custom ordered inventory from Pride Family Brands as announced by the manufacturer and designers of handcrafted, luxury cast and wrought aluminum outdoor furniture. Pride's Express Shipment program incorporates the company's most popular designs, finishes and fabrics into a program that works well with retailers

who are unable to stock large amounts of inventory.

"The program is designed around Pride's ability to offer, in a timely manner, a selection of our most popular collections including two brand new designs from our 2011 introductions," said Jamie Lowsky, CEO, Pride Family Brands. "In a seasonal business, reacting quickly to consumer requests may mean the difference between making a sale or not for many of our casual retailers."

Within Pride Family Brands' Express Shipment Program, there are seven collections from the Castelle brand including Coco Isle, Grand Regent, Madrid, Regent, Renaissance, Rialto and Veranda. Each collection includes formal, cushion, cast and sling dining as well as standard and crescent deep seating pieces. The program has a large variety of cushion and sling fabric selections as options. Any applicable finish for the selected collection is available in Express Shipment as well.

"The program is being recognized by retailers as an opportunity to bring in products with proven sales history quickly in anticipation of sales promotions or to fulfill direct customer requests," said Rory Rehmer, vice president of sales and marketing for Pride Family Brands.

For more information about Pride Family Brands and their distinguished handcrafted luxury casual aluminum furniture stock program, 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. *Pictured: Renaissance Deep Seating group*