



Corporate Contact: Sylvia Henderson, Marketing Manager
Publicity Contact: Laurie Rudd, laurie rudd public relations
laurieruddpr@suddenlink.net Cell phone: 252-714-5377

FOR IMMEDIATE RELEASE

Pride Family Brands Announces Expansion of Ft. Lauderdale Casual Furniture Showroom

Retailers of Pride Family Brands' Castelle and SummerWinds lines will soon be able to view products in an expanded 10,000+ square foot showroom at the company's headquarters.



Ft. Lauderdale, FL, November 24, 2010 -- Pride Family Brands, manufacturer of high quality aluminum casual furniture, announces the expansion of the company's display showroom located within their headquarters in Ft. Lauderdale, FL. The showroom, which will be completed in January of 2011, will have undergone a complete renovation resulting in the addition of 5,000 square feet of display space bringing the total square footage to 10,000+.

"The previous showroom provided a limited viewing of select products," said Jamie Lowsky, CEO of Pride Family Brands. "With this expansion, we now will be able to provide retailers with a place to examine up close our latest designs from both our Castelle and Summer Winds lines."

Multiple collections in complete vignettes will be placed throughout the showroom that will be open effective January 2011. "Our dealers and reps will have the opportunity to introduce or finalize product selections within the new space," said Rory Rehmert, Vice President, Sales and Marketing for Pride Family Brands. "After mid-June, our focus will move to our 11,000 square foot showroom in the Merchandise Mart in Chicago which will be outfitted with our new introductions for the upcoming markets."

With the expansion of the south Florida showroom, Pride Family Brands also will be able to offer specialty retailers year-round opportunities to view merchandising ideas, layouts, and options.

For more information about Pride Family Brands and their distinguished lines of casual furniture visit www.pridefamilybrands.com or contact 954-735-9800.

###

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.