

# PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

## PRIDE FAMILY BRANDS EXPANDS AND REDESIGNS SHOWROOM IN CHICAGO'S MERCHANDISE MART

Hollywood, FL -- Pride Family Brands, designers of handcrafted outdoor furniture, recently announced the expansion of its permanent showroom within the Merchandise Mart in Chicago, IL. The new Pride showroom will encompass over 9,000 square feet, nearly twice the square footage of its current showroom.

Located on the 17<sup>th</sup> floor of Chicago's Merchandise Mart, the Pride Family Brands expanded showroom will create greater opportunity for retailers to view the company's lines in complete outdoor room vignettes. "We have long been restricted by the available space within the Mart," said Jamie Lowsky, CEO, Pride Family Brands. "With the new commitment of the Mart and its management team to the casual furniture category, we were able to realize the type of space we have needed." In negotiations with Merchandise Mart Properties, Inc. (MMPI), Pride was able to remain in its current location and incorporate the expanded square footage from neighboring showrooms. The expansion and redesign will debut early in the summer of 2008.

"Retailers who have visited our showroom in the past have been very patient in navigating our cramped quarters," said Rhonda Travis, Sales Manager Specialty Division, Pride Family Brands. "We are excited about the ability to better display our products as well as to provide a more convenient space for our representatives when making presentations to larger groups." Pride Family Brands, which has experienced steady annual sales growth for the past five years, sees the expansion of the showroom as a part of its continuing service to its customers.

For over 30 years, Pride Family Brands has been a family owned manufacturer of quality 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.



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About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of outdoor furniture. With over twenty patents, Pride also stands in the forefront of innovation. When coupled with a state of the art manufacturing operation, this innovation and superior quality production have resulted in Pride Family Brands being recognized as a leader in the casual furniture industry.