

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

Summer Winds from Pride Family Brands Recognized by Do It Best Stores with 2008 Member's Choice Award

Hollywood, FL -- Pride Family Brands, designers of multiple brands of handcrafted casual furniture, recently was the recipient of a 2008 Member's Choice Award for its Summer Winds brand from the Do It Best organization. With a membership of over 4,100 retailers, Do It Best awards the Member's Choice selection at each Fall Market for those products that are recognized by the membership for superior quality and marketability.

"Among the hundreds of products considered for this award, Pride's Summer Winds product on display was able to excite our membership," said Todd Santee, Merchandising Manager for Do It Best. "The excitement came from not only the pricing and program offered; but when coupled with the product's high quality construction, unique design features and comfort, it was a total package." The Summer Winds products will be marketed by Do It Best under the collection name, Manhattan. Corporate literature will reference the look of the product as bold, unparalleled, modern, sleek, brave and chic. "Our company is proud to receive this designation from the membership of a valued customer," said Jamie Lowsky, CEO, Pride Family Brands. "With the membership already excited about the product, we are confident that it will mean positive results at retail this spring."

Over 1000 products in multiple categories were considered for Do It Best's 2008 Member's Choice Award. The Summer Winds products were among the 10 selections made. The award, which was presented by Santee at the Market, this year held in Indianapolis, IN, included a plaque honoring the designation. Do It Best stores have been in business since 1945 and include independently owned hardware and home improvement retailers.

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

