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**PRIDEFAMILYBRANDS**



## Electra Collection Introduced by Pride Family Brands for 2011

*Luxurious handcrafted Electra Collection incorporates beauty of cast and hand fashioned elements.*



Hollywood, FL – Pride Family Brands, manufacturer of luxury handcrafted aluminum casual furniture expands its traditional styling introductions for 2011 with the Electra Collection. Created to incorporate the beauty of decorative cast elements with a bold louvered back design, the Electra is marketed under Pride's Castelle brand. This collection and the entire complement of introductions from award-winning Pride Family Brands will be available in fine specialty retail stores spring of 2011.

"Comfort and elegance were once again the goal of our design team," said Jamie Lowsky, CEO of Pride Family Brands. "With the Electra, both are presented with popular traditionally styling. We are already seeing indications that Electra will be a favorite at retail."

The Electra Collection is constructed of cast and extruded aluminum sealed in a durable powder coat finish and topped off with a hand applied antique process resulting in a beautiful and long lasting product. Cushioned dining, cast dining and deep seating are included within the collection.

"Our casual retailers have come to expect handcrafted luxury from Castelle and Electra is another exceptional example of this," said Rory Rehmert, VP Sales and Marketing for Pride Family Brands. "We take pride in not only the construction, but the experience that is created with our collections."

The Electra Collection, along with the other 2011 introductions from Pride Family Brands, will be presented during the Casual Furniture Markets in July and September 2010 in Pride's showroom on the 17<sup>th</sup> floor of the Merchandise Mart.

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

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