

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

PRIDE FAMILY BRANDS INTRODUCES THREE POSITION RECLINER FOR 2010

Five Pride Collections will include a weather resistant Relaxing Recliner.

Hollywood, FL -- Pride Family Brands, headquartered in Ft. Lauderdale, FL announces the addition of an outdoor use three position recliner to five of its collections for 2010. The recliner, which is constructed of weather resistant fabric and full aluminum shell, will create an ultra relaxing experience with its multi-position self reclining mechanism. The chair is recommended for use in covered spaces due to the steel construction of the mechanism. The chair features three locking positions for individual relaxation preference. Cast and woven aluminum detailing is included within the recliner based on the collection.

The all new Pride recliner has been added to the newly introduced Vienna and Sophia Collections as well as the popular Casablanca, Spanish Bay and Jakarta Collections.

"We are excited about the introduction of the outdoor recliner from Pride," said Rory Rehmert, Vice President of Sales and Marketing for Pride Family Brands. "This design provides a cloud like seating experience from the multiple positioning and the full body cushioning."

The recliner, which was designed with a removable back for shipping, assembles without the need for tools by simply sliding the back into the frame and locking. An oversized back cushion to fit the user when reclining, notched seat cushions for non-slipping, woven aluminum full sides to render the understructure invisible and weather resistant fabric throughout are the quality features of this recliner.



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.