

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

Sophia Collection From Pride Family Brands Makes Its Debut For Spring 2010

Ft. Lauderdale, FL -- The beauty and intricacy of horizontal woven aluminum has been emphasized by the design team of Pride Family Brands in the creation of its 2010 Sophia Collection. As part of Pride's Castelle brand, Sophia will make its debut with slender turned-style spindle leg and arm detailing. The Sophia Collection, which includes deep seating, formal and sling dining and motion seating, will be available in fine specialty retail stores for spring of 2010.

"The quality of the design and craftsmanship that has gone into this collection is already gaining notice by our representatives and retailers alike," said Jamie Lowsky, CEO of Pride Family Brands, manufacturers of high quality cast aluminum casual furniture.

"Each year there are standouts within our lines and Sophia looks to be one of those for 2010."

The unique design elements that create the look of Sophia have been replicated throughout all pieces from cushioned to sling in an effort to create a coordinated collection.

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