

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

OUTDOOR STORAGE ACCESSORIES CREATE BUZZ AT PRE-MARKET FROM PRIDE FAMILY BRANDS' RETAILERS

Luxury handcrafted offerings from Pride include Versatile Storage Units.

Hollywood, FL -- Pride Family Brands, designers of luxury handcrafted aluminum casual furniture created a buzz at the recent Casual Furniture Pre-Market with the introduction of their line of woven aluminum outdoor storage units. For 2009, Pride's customers will be able to offer decorative and functional storage units in four unique design sizes.

Created to complement the new Excelsior, Jakarta, Seville and Spanish Bay collections from Pride, the storage units incorporate a coordinating large scale woven aluminum motif in a fully welded construction. "Our design team hit a home run with these pieces," said Rory Rehmert, VP Sales and Marketing for Pride Family Brands. "The retailers that viewed the units loved the designs and the functionality." The four sizes include a top-opening, oversized coffee table/trunk that includes Pride's specially designed non-pinch closure mechanism. A coordinating end/occasional table constructed to be 22" high includes a convenient side door opening. A taller third was designed with top and side openings to accommodate a refuse container or laundry hamper for poolside. The final piece in the line is an armoire/side board unit. The unit is 60 inches wide and 42 inches high and features front opening double doors with an adjustable interior shelf for multi-use outdoor storage.



"We are very excited about the addition of these units to our line for 2009," said Jamie Lowsky, CEO, Pride Family Brands. "We feel they fill a void in the outdoor living space that our customers have been requesting." All introductions will be available in specialty retailers for spring of 2009. For more information about Pride Family Brands and their distinguished lines of casual furniture visit www.pridefamilybrands.com or contact 954-735-9800.

(Jakarta Deep Seating with Coffee Table pictured.)

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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.