

# PRIDE FAMILY BRANDS



Corporate Contact:  
Sylvia Henderson, Marketing Manager

Publicity Contact:  
Laurie Rudd, laurie rudd public relations  
Email: [laurieruddpr@suddenlink.net](mailto:laurieruddpr@suddenlink.net)  
Cell phone: 252-714-5377

FOR IMMEDIATE RELEASE

## PRIDE FAMILY BRANDS ANNOUNCES 2009 INTRODUCTIONS TO CASTELLE LINE

**Barcelona Collection** - designed to make a statement of luxury and quality with detailed dimensional leg and arm supports, oversized cushion seating and hand-carved framing.

**Excelsior Collection** - the beauty of decorative cast elements on legs and arms are coupled with an oversized woven aluminum back design following traditional influences.

**Jakarta Collection** - an elegantly royal look is created featuring durable and decorative, woven aluminum coupled with intricately cast legs and tailored cushioning.

**Rialto Collection** – a European motif featuring classic Chippendale style scrolling with curved arms and semi-circular leg supports. A fully cast dining set is included in this collection.

**Seville Collection** – a transitional design of traditional frame lines with contemporary double-sized cushioning.

**Soleil Collection** - old world touches including arched details and an ultra high seat back. A cast sun motif adorns the backs of the chair and bench items.

**Formal Dining Chairs** - with decorative cast aluminum backs, formal dining pieces are being introduced in sixteen of Pride's most popular collections. Styles are available with and without arms.

**Storage Units** – decorative and functional storage units are being introduced in four design sizes and incorporate a coordinating large scale woven aluminum motif in a fully welded construction.

“These introductions are particularly exciting due to the effort our design team has taken to capitalize on a luxurious yet handcrafted theme,” said Jamie Lowsky, CEO of Pride Family Brands. “Our goal is evident when examining the details in our castings and hand painted finishes.”

“Pride keeps knocking my socks off with new designs year after year,” said Bruce Aronson, owner, *Pool and Patio Center, Metairie, LA*. “This year they introduced the "formal" dining chair. This chair is a companion to the fully cushioned dining chair they offer in all of their designs.”

Marketed under Pride's Castelle brand, each collection will be available in fine specialty retail stores for spring of 2009. 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.

###

**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.