

PRIDEFAMILYBRANDS



Corporate Contact:
Sylvia Henderson, Marketing Manager

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

FOR IMMEDIATE RELEASE

FORMAL STYLING TREND DEBUTS IN 2009 OUTDOOR DINING INTRODUCTONS FROM PRIDE FAMILY BRANDS

Luxury handcrafted offerings from Pride.

Hollywood, FL – With each year, the offerings in outdoor dining grow closer to those long enjoyed by the finest indoor dining rooms. For 2009, Pride Family Brands introduces a series of dining chairs that carry a truly formal look.

With decorative cast aluminum backs, Pride's 2009 formal dining introductions are already creating very positive buzz in the industry. "Dealers seem very excited about the new addition to our dining chairs," said Rory Rehmert, VP-Sales and Marketing for Pride Family Brands. "Most if not all are adding them to their offering for 2009."

Styles are available with and without arms and work well when accompanying Pride's large selection of dining tables. Sixteen of Pride's most popular collections now include formal dining chairs in addition to four of its lines debuting for 2009. The formal dining chairs join cushioned dining and sling dining style chair options previously offered by the cast aluminum manufacturer. "These chairs represent a great deal of time, research, and sampling to create these formal looks," said Jamie Lowsky, CEO of Pride Family Brands. "Our goal is to provide our customers with pieces that fit the luxury lifestyle they are seeking indoors as well as out."

For more information about Pride Family Brands and their distinguished lines of casual furniture visit www.pridefamilybrands.com or contact 954-735-9800. *(Barcelona Formal Dining pictured.)*

###

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.



PRIDEFAMILYBRANDS



Post Office Box 100936, Ft. Lauderdale, Florida 33310 - T 954-735-9800 - F 954-735-0642