

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

PRIDE FAMILY BRANDS' STOCK PROGRAM GROWS FOR 2009 WITH ADDITION OF NEW RIALTO COLLECTION

Hollywood, FL -- Pride Family Brands, designers of handcrafted luxury aluminum casual furniture, will once again expand on its popular stock program with the addition of the all new Rialto, a 2009 line introduction.

Traditional in design, the Rialto Collection items within the stock program include the deep seating, sling dining and cast dining. Incorporating strong curves and decorative classic lines, the Rialto is designed for versatility in any backyard setting.

The collection's cast dining items feature decorative cast scrolls in the chair backs and curved legs.

Stocked in Pride's Hollywood, Florida Distribution Center, all additions to the program will be available to ship by late August. "We have experienced tremendous response to this program from dealers throughout our market areas," said Rory Rehmert, VP Sales and Marketing for Pride Family Brands. "The addition of the all new Rialto is an example of our commitment to equip the program with not only our proven sellers, but also items from our newest collections."

For more information about Pride Family Brands and their distinguished handcrafted luxury casual aluminum furniture stock program, visit www.pridefamilybrands.com or contact 954-735-9800.

(Pictured, Rialto Deep Seating Group)

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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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