

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

Madrid Collection Joins Pride Family Brands' Old World Design Offerings for 2010

Ft. Lauderdale, FL -- Designed to capture the flavor and elegance of old world styling, Pride Family Brands' **Madrid Collection** will be unveiled at the 2009 International Casual Furniture Market. Manufacturers of high quality cast aluminum casual furniture, Pride has combined an intricate cast motif with a simplified arm and leg design to create a coordinated look across the Madrid Collection's deep seating and dining pieces. Marketed under Pride's *Castelle* brand, this collection will be available in fine specialty retail stores for spring of 2010.

"Our design team has once again created elements that work to emphasize the handcrafting capabilities of our artisans," said Jamie Lowsky, CEO of Pride Family Brands. "At Pride, we place a great deal of emphasis throughout the design and crafting process on providing our dealers with collections and pieces that are truly original."

The **Madrid Collection** features an open, airy cast back design, gently curved cast arm supports, and oversized cushion seating or sling designs. To coordinate with deep seating, the dining pieces feature a gentle curving arm and leg design.

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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