

# PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

## PRIDE FAMILY BRANDS ' CASTELLE LINE ANNOUNCES SEVILLE COLLECTION FOR 2009

*Luxurious handcrafted Seville Collection incorporates transitional styling and hand fashioned details*



Hollywood, FL – Pride Family Brands, manufacturer of luxury handcrafted aluminum casual furniture, announces the addition of the Seville Collection to its Castelle line for 2009. Transitional in design, Seville incorporates clean frame and leg styling with double-sized seat cushioning on all deep seating and cushioned dining chairs. The Seville Collection is a melding of classic and contemporary design. It will be available in fine specialty casual furniture retail stores for spring of 2009.

“We are particularly excited about the Seville Collection,” said Jamie Lowsky, CEO of Pride Family Brands.

“Our designers have created a collection that makes a unique statement and offers extreme comfort.”

“With the Seville Collection, Pride once again offers another original design available only at our retailers,” said Rory Rehmert, VP Sales and Marketing for Pride Family Brands. “Our design team and their ability to continually create unique looks for outdoor living provides our retailers with an edge they can capitalize on against the competition.” Cushioned dining, sling dining, deep seating and complementary pieces are included within the collection. The Seville Collection will be presented during the Casual Furniture Market in September 2008 in Pride’s expanded showroom on the 17<sup>th</sup> floor of the Merchandise Mart.

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. (*Seville Collection – deep seating with storage unit tables 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.

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