

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

EXCELSIOR COLLECTION INTRODUCED BY PRIDE FAMILY BRANDS FOR 2009

Luxurious handcrafted Excelsior Collection incorporates beauty of cast and hand fashioned elements.

Hollywood, FL – Pride Family Brands, manufacturer of luxury handcrafted aluminum casual furniture expands its introductions for 2009 with the Excelsior Collection. Created to incorporate the beauty of decorative cast elements on legs and arms with an oversized woven aluminum back design, The Excelsior Collection follows traditional influences to make it a perfect fit for any outdoor setting. Marketed under Pride’s Castelle brand, Excelsior will be available in fine specialty retail stores spring of 2009.

“The items within the Excelsior collection are a tribute to our craftsmen and craftswomen and their ability to provide pieces to be enjoyed and treasured for years,” said Jamie Lowsky, CEO of Pride Family Brands. “Our casual retailers have come to expect handcrafted luxury from Castelle and Excelsior is just another fine example of this. “

Among a group of seven new collections being introduced by Pride, The Excelsior Collection will be presented during the Casual Furniture Market in September 2008 in Pride’s expanded showroom on the 17th floor of the Merchandise Mart.

“The amount of detail incorporated into the Excelsior Collection as well as all others being introduced for 2009 is representative of the level of quality our award winning designers and artisans are producing for our customers each year,” said Rory Rehmert, VP Sales and Marketing for Pride Family Brands. “We take pride in not only the construction, but the experience that is created with our furnishings.” Cushioned dining, sling dining, deep seating and complementary pieces are included within the collection.

For more information about Pride Family Brands and their distinguished lines of casual furniture visit www.pridefamilybrands.com or contact 954-735-9800. *(Excelsior Collection – formal dining 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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