

PRIDEFAMILYBRANDS



Corporate Contact Rory Rehmert, VP Sales and Marketing
Email: rehmert@pridefamilybrands.com

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

TREND WATCH:

Castelle's Design-Production Team Once Again On The Forefront of Industry Trends

.... *Providing "Wow" Year After Year*

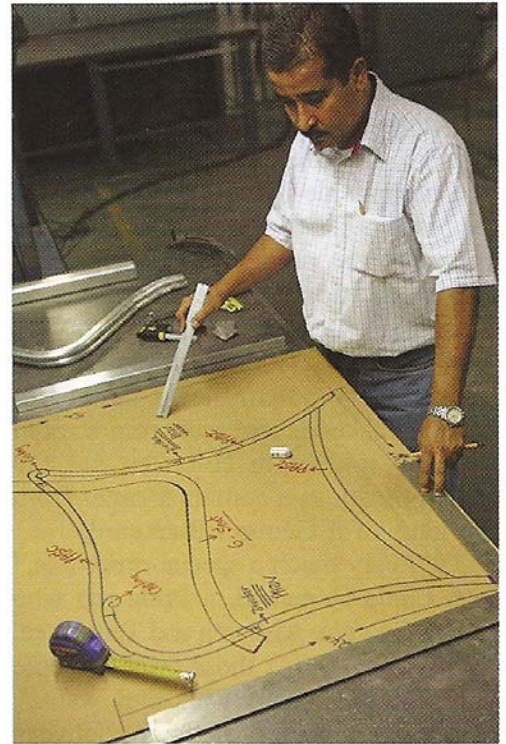
For 2009, the "wow" factor is off the charts with the Pride Family Brand's latest introductions to their Castelle line of high quality aluminum casual furniture. The luxurious handcrafted items being added to the company's lines are the result of months of design, engineering and prototype construction on the part of an extremely talented collection of artisans in the company's Ft. Lauderdale headquarters and Costa Rican manufacturing operation.

Every team needs a leader, at Pride Family Brands the design team leader position is held by Jamie Lowsky. However, if asked, he will state that the products are a culmination of the efforts of everyone in his design channel from sales to production. "Every year, the product designs, table top

motifs, new finishes and fabric selections are a collaborative effort," said Jamie Lowsky, CEO of Pride Family Brands."

"Without the input and help of each member of our design and production teams, the continuous innovation of products from Pride would not be possible." For over 30 years, Pride Family Brands has continued to define not only what is now standard in the industry but also provide a vision for what is to be. "We work as a collaborative team from concept to refinement," said Lowsky. "Every member is given the opportunity to provide

input." One of the most exciting new introductions for the 2009 season is the formal dining seating



that has become a part of many of the seating collections in the Castelle line. “This chair is a companion to the fully cushioned dining chair they offer in all of their designs,” said Bruce Aronson, owner, Pool and Patio Center, Metairie, LA. “Instead of a seat and back cushion, they use a thick seat cushion with an all aluminum back detail. This detail is done in their version of outdoor wicker, which is actually woven aluminum. I think this is the next big thing in the industry.”

The formal dining seating is just one of the innovative introductions from Pride this season. Seven complete seating collections as well as four new finishes and two table top designs and numerous fabrics are among the items debuting on the floors of specialty retailers nationwide in the spring. “Pride keeps knocking my socks off with new designs year after year,” continues Aronson.

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For more information about the aluminum casual furniture from Pride Family Brands contact 954-735-9800 or visit www.pridefamilybrands.com

Pictured:

Top - Mauricio Lopez, design supervisor, Pride Family Brands, Costa Rica works on a chair form schematic.

Bottom - Victor Wolf, Vice President of Production (l), Steve Lowsky, CFO (c); and Jamie Lowsky, CEO, (r) discuss new products in the design showroom above the production floor in the company’s Costa Rican manufacturing operation.

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