

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

Pride Family Brands Recognizes Representative Contributions

Hollywood, FL -- Pride Family Brands, designers of handcrafted outdoor furniture, recently recognized several of its representative team at the 2008 International Casual Furniture and Accessories Market.

The *2008 Pride Family Brands Sales Representative of the Year* was awarded to **Mike Urkowitz** (pictured) of Michael Urkowitz Associates, Pride Family Brands' patio specialty representative the Mid-Atlantic Region. This award recognizes overall excellence in customer service, territory and sales growth, and product knowledge. Mike has represented the Pride line since 2002.

The *2008 Most Improved Territory Award* went to **Gary Moretti**, of GSM Marketing who represents Pride products in the region of Colorado, Utah and Wyoming. **Howard Levi and Drew Halpern** of JLM Marketing were recognized with the *2008 New Business Development Award*. Howard and Drew represent Pride products in Florida.

Additionally, Pride recognized a *2008 Summer Winds – Specialty Sales Representative of the Year*. This award also went to JLM Marketing's **Howard Levi and Drew Halpern**. Summer Winds is a division of Pride Family Brands.

Each fall, Pride holds the recognition ceremony at a sales meeting during the casual furniture market at which the awards are given. "We are proud of the professional team we have representing our products across the country," said Rory Rehmert, Vice President of Sales and Marketing for Pride Family Brands. "Each individual and firm is a major contributor to the overall success of our product lines and the esteem with which our brands are held throughout the industry. We acknowledge not only these individuals but also the entire sales team for navigating the challenges all are facing in today's business environment." For over 30 years, Pride Family Brands has been a family owned manufacturer of quality outdoor furniture.

For more information about Pride Family Brands and their distinguished lines of outdoor 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 outdoor 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.