

For Immediate Release

Pride Family Brands Sponsors Universe Study Providing Casual Industry Overview



"We are fortunate to have available to us such a comprehensive and quality study for our industry,"

said Jamie Lowsky, CEO of Pride Family Brands.

Hollywood, FL -- Pride Family Brands, manufacturers of high quality cast aluminum outdoor furniture, and its Castelle line were proud to be the sole sponsors of the recent publication of the results of an online survey of outdoor living trends as well as a universe study of the overall sales indications within the outdoor industry. "We are fortunate to have

available to us such a comprehensive and quality study for our industry," said Jamie Lowsky, CEO, Pride Family Brands.

"The fact that we are experiencing a challenging sales atmosphere was evident in the study," said Rory Rehmert, Vice President of Sales and Marketing for Pride Family Brands. "However, we believe that the results are important, not only to our customers, but for all decision makers within our industry."

The study included statistics from the consumer survey as well as data from retail sales statistics, additional industry publication surveys and national data sources. *Casual Living* magazine, the voice of the leisure market place, has been compiling the industry-wide Universe Study every other year since 2001. The 2009 Universe Study is the fifth such study. The stated purpose of the study was to "identify the size, growth and distribution pattern of the outdoor industry." The results were published within *Casual Living's* November 2009 issue. Reprints of the study were distributed by Pride to retailers to assist with industry knowledge.

In the publication's August 2009 issue, Pride Family Brands also sponsored the publication of a consumer survey that was conducted as an exclusive joint project between *Casual Living* magazine and media giant, *HGTV* via its online "Ideas" newsletter. The consumer survey included a sampling of nearly 13,000 U.S. consumers and provided exciting indications regarding intent by consumers to expand outdoor spaces and create home resorts. "In the consumer survey, our results show that only 5% of responding consumers currently have a home resort," said Dana French, Group Research Manager for Reed Business, publisher of *Casual Living*. "At the same time, nearly eighty percent of consumers would love to design one, ultimately creating sales potential for our industry."

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.

#

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.

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

Corporate Contact: Sylvia Henderson, Marketing Manager
Post Office Box 100936, Ft. Lauderdale, Florida 33310 - T 954-735-9800 - F 954-735-0642