

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

Pride Family Brands' Traditional Looks Grow with the Addition of the New Vienna Collection

Ft. Lauderdale, FL -- Pride Family Brands, manufacturers of high quality cast aluminum outdoor furniture, introduces for the spring of 2010 the Vienna Collection. To be marketed under the Castelle brand, the entire Vienna offering has been designed to emphasize traditional styling with added elegance and strength.

"Vienna was inspired by the quality craftsmanship that is found in fine wood furnishings and was transferred to weather resistant cast aluminum by our team of artisans," said Jamie Lowsky, CEO of Pride Family Brands. "The unique construction of the seat backs features our signature woven aluminum in a bold way."

Crafted for a long life in the out of doors, the Vienna Collection incorporates a curving rolled collar seatback design with full woven aluminum. Robust turned-look spindle front legs create a decorative counter point to the simple flowing arm and rear leg elements in the formal dining pieces. The collection includes formal and sling dining, deep seating and motion seating. "We are proud of our design team and their drive to create new and exciting pieces each and every year," said Lowsky. "This year, they did just that."



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