



**FOR IMMEDIATE RELEASE**

## **AWARD-WINNING CHOXCARD™ RETURNS TO HSN**

*CHOXCARD™ Is a Revolutionary Greeting Card that Changes the Way People Give Gift Cards:  
Part Greeting Card, Gift Card Holder, and Chocolate Bar.*

*Featured Designs Include KnockKnock, Erin Condren and Seltzer Returns to HSN December 17*

**BOSTON – December 11, 2012** - - Following a successful HSN debut earlier this month, CHOXCARD™, the all-in-one-way to gift a Gift Card, will head back to multi-channel retailer HSN for additional airings on Monday, December 17, 2012 during the 6a.m. EST and 1p.m. EST shows.

Just in time for the holidays, viewers have the opportunity to purchase an exclusive HSN six pack of CHOXCARDs in three different designs for \$24.95 with free S&H.

“It’s easy to buy a gift card, but challenging to actually gift it in a meaningful and special way and clearly viewers responded to CHOXCARD as the gift card giving solution,” says Paul Pruett, founder and director of Praim Group, makers of CHOXCARD. “We’re honored and excited to work with HSN and look forward to an ongoing partnership.”

With few options on how to creatively gift a Gift Card, CHOXCARD is part greeting card, part Gift Card holder and the chic self-sealing box also contains a special 3.5 ounce all-natural, premium and Kosher milk chocolate bar, providing gift-givers with a more personal and meaningful way to give a Gift Card. CHOXCARD also can hold cash or a check and is the perfect for the holidays and beyond as the chocolate, if stored properly, has a one year shelf life.

With CHOXCARD, HSN customers won’t have to buy a little something extra to make the gift card more special and then a greeting card or a gift bag and tissue to wrap it all. It’s all-in-one and the chic and fun designs will look great on a table with other gifts.

According to a recent report, consumers will spend more money on gift cards in 2012 than any other year prior and 60 percent of consumers want a Gift Card this holiday season (National Retail Federation, 2012).

CHOXCARD has a slit tab to keep it secure upon gifting. In addition, it fits into a standard sized Number 10 (#10) envelope to mail for any out-of-town gifts. It measures 6 (L) x 3 (W) x ½ (H) inches

Choxcard, was nominated as one of the “most influential candy products of 2011/2012” by the National Confectionery Sales Association (NCSA) that also awarded it “Best New Product.” *Gourmet Retailer Magazine*

gave it an “Editor’s Pick Award” and in May it was named one-of-five “Top Innovations” at the 2012 Sweets and Snack Expo.

For more information on CHOXCARD please visit [HSN.com](http://HSN.com) or join the conversation @HSN on Facebook and Twitter.

### **About Praim Group**

Established in 2006, Praim Group is a one stop resource solution for pioneering food and confections related consumer brands. Praim Group lends its expertise to its brand partners in the critical disciplines of Sales, Marketing, Logistics, Merchandising, Graphic Design, Accounting & Finance, and Public Relations. With primary offices in Boston, MA and Los Angeles, CA, Praim Group provides a holistic approach to its clients with the unyielding overall objective of building long term brand equity. For more information, please visit [www.PraimGroup.com](http://www.PraimGroup.com).

### **About HSN**

[HSN](http://HSN.com) is a leading interactive multichannel retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 96 million households in the US in HD 24/7 and its website - [HSN.com](http://HSN.com) - is a top 10 most trafficked e-commerce site, featuring more than 16,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 35 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSNI). For more information, please visit [HSN.com](http://HSN.com), or follow @HSN on [Facebook](#) and [Twitter](#).