



FOR IMMEDIATE RELEASE

CHOXCARD™ NAMED ONE OF 2012’S MOST INFLUENTIAL CANDY PRODUCTS BY NATIONAL CONFECTIONERY SALES ASSOCIATION

With Three Awards in as Many Months, Chocard™ is Part Greeting Card, Gift Card Holder, and Chocolate Bar Featuring Packaging by America’s favorite Design Brands.

BOSTON –August 28, 2012 – Chocard™, the first of its kind, revolutionary way to “gift” a Gift Card was nominated as one of the “most influential candy products of 2011/2012” by the National Confectionery Sales Association (NCSA).

This is the third honor for Chocard™. Earlier this month Chocard™ was named “Best New Product” and given the 2012 *Gourmet Retailer Magazine* “Editor’s Pick Award.” In May it was named one-of-five “Top Innovations” at the 2012 Sweets and Snack Expo.

The winner will be announced at the NCSA New Product Awards ceremony during the Candy Hall of Fame weekend in Tampa, Florida October 20. Chocard™ is one-of-five finalists in the “Seasonal” category.

“We are definitely going for a ‘three-peat,’” says Paul Pruett, founder and director of Praim Group and makers of CHOXCARD™. “Clearly the market was ready for a way to better “gift” a Gift Card and the idea of adding a little extra with chocolate seems to be a winning combination. We’re grateful for the accolades.”

CHOXCARD™ is part is part greeting card and part Gift Card holder. The self-sealing box also contains a special 3.5 ounce all-natural, premium and kosher dark or milk chocolate bar, providing gift-givers with a more personal and meaningful way to give a Gift Card. The chic and fun CHOXCARD™ designs looks great on a table with other gifts or fits into an envelope for easy mailing.

Praim Group partnered with some of the most respected and successful contemporary design brands to create 12 different designs for various occasions including, Christmas, Hanukkah, Birthday's, and "just because." Designers include: KnockKnock®, Erin Condren and Seltzer. The CHOXCARD™ MSRP is \$4.99-\$6.99.

With nearly \$100 billion spent on gift cards in 2011, nearly every major retailer has a Gift Card section and CHOXCARD™ was created to make the Gift Card giving experience more special.

CHOXCARD™ has a slit and tab to keep it secure upon gifting. It measures 6 (L) x 3 (W) x ½ (H) inches and also is suitable to hold checks and cash gifts. For retailers, CHOXCARD™ has a J-peggable perforated header and is available in Clip Strips, a Power Wing and End-Aisle displays.

Known for its efficient and stream line approach to helping food brands maneuver and conquer the tricky world of logistics, marketing and sales, Praim Group represents such brands as SeapointFarms® Edamame Crunch, Bloomsberry & Co, The Andy Warhol Foundation, Pan Am®, Bosco®, KnockKnock® Anne Taintor®, Bubble Chocolate® and others.

Praim Group chocolate is all-natural, Kosher, and available in either dark or milk chocolate depending on designs.

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 and Los Angeles, 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

MEDIA NOTE: Images and Samples Available Upon Request.

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