



FOR IMMEDIATE RELEASE

**CHOXCARD™ NAMED A TOP INNOVATION
AT SWEETS and SNACKS EXPO**

Created by Praim Group, Choxcard™ is Part Greeting Card, Gift Card Holder, and Chocolate Bar Featuring Packaging by America's favorite Design Brands.

Praim Group Also Debuted The Andy Warhol Chocolate Bar Collection.

BOSTON –May 15, 2012 – Choxcard™, the first of its kind, revolutionary way to “gift” a Gift Card was named one-of-five “Top Innovations” at the 2012 Sweets and Snack Expo that took place last week in Chicago. Praim Group (www.PraimGroup.com), a food licensing, marketing and distribution company created Choxcard™ that 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.

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® (www.KnockKnock.com), Erin Condren (www.ErinCondren.com) and Seltzer (www.SeltzerGoods.com). The Choxcard™ MSRP is \$5.99-\$8.99.

“With nearly \$100 billion spent on gift cards in 2011, nearly every major retailer has a Gift Card section and we created Choxcard to make the Gift Card giving experience more special,” says

Paul Pruett, founder and director, Praim Group. “We’re honored that the Expo judges as well as the countless retailers like our idea.”

Also during the Sweets and Snack Expo, the Praim Group introduced its new line of all- natural chocolate bars featuring Andy Warhol, one of America’s best known artists and iconic personalities. With four different designs, the packaging features Warhol’s self-portrait and one of his famous quotes including, “All I Ever Really Want is Sugar,” “Everybody Must Have a Fantasy,” “In the Future Everybody Will Be World Famous for 15 Minutes,” and “The Idea of Waiting for Something Makes it More Exciting.” The “Chocolate Andy Bars” are 3.5 ounces and are available in both dark and milk chocolate. The MSRP is \$4.95.

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 Bloomsberry & Co, The Andy Warhol Foundation, Pan Am®, Bosco®, KnockKnock® Anne Taintor®, Bubble Chocolate® and others.

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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