



FOR IMMEDIATE RELEASE

**PRAIM GROUP TO LAUNCH ALL NATURAL
MARY PHILLIPS DESIGNS® CHOCOLATE BARS**

*Known for Its' Sassy, Funny and Women-Inspired Stationery and Gift Products,
Praim Group will Create and Distribute Branded Chocolate*

BOSTON –February 19, 2013 – Praim Group (www.PraimGroup.com), a food licensing, marketing and distribution company, today announced its agreement to create and distribute a line of all-natural chocolate bars for Mary Phillips Designs® (www.MaryPhillipsDesigns.com). Mary Phillips Designs is best known for its sassy sketches with an arsenal of feminine quotes found on greeting cards, cocktail napkins, coffee mugs, wine glasses and other gift and stationery products.

Using Mary Phillips Designs' signature quotes and sketches, Praim Group will launch four unique designs in either milk or dark chocolate. All Mary Phillips Designs chocolate bars are 3.5 ounces, kosher and all-natural. The MSRP is \$2.99 to \$3.99.

“Mary Phillips Designs are laugh-out-loud funny and perfectly compliment the Praim Group portfolio of brands that specialize in great taste and high design,” says Paul Pruett, founder and director of Praim Group. “Our designer chocolate line continues to grow and we’re confident with Mary Phillips Designs already proven popularity, these delicious chocolate bars will be a success.”

“Women and chocolate is a winning combination so it makes perfect sense for us to add chocolate bars to our product mix,” says Mary Phillips, founder of Mary Phillips Designs. “We are so fortunate to partner with Praim Group that has the skill set and proven track record to bring our bars to the women and gift givers that need a dose of attitude, laughter and chocolate.”

Creator of CHOXCARD™ and 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.

About Praim Group

Established in 2006 and creator of CHOXCARD™, 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 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. Follow us on Twitter at <https://twitter.com/PraimGroup> and Facebook <http://www.facebook.com/PraimGroup>.

MEDIA NOTE: Images and Samples Available Upon Request.

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