



FOR IMMEDIATE RELEASE

**PRAIM GROUP TO DEBUT DREAMWORKS CHOCOLATE BARS
FEATURING SHREK, UNDERDOG, CASPER THE GHOST AND MORE**

*Praim Group Signs Licensing Agreement with DreamWorks.
Company also Introduces New Where's Waldo? Erin Condren and French Bull Designs.*

SALEM, MA -- June 3, 2014 -- Praim Group (www.PraimGroup.com), a food licensing, marketing and distribution company best known for its all-natural chocolate bars in chic and humorous packaging, will introduce new DreamWorks chocolate bars. The DreamWorks chocolate collection features animated characters on the packaging of seven different chocolate bars. All bars are milk chocolate, 3.5 ounces, kosher and all-natural.

“It’s a huge honor to host these iconic brands on our chocolate bars,” says Paul Pruet, founder and director of Praim Group. “We’ve put a contemporary twist on the designs so people of all ages will enjoy giving and receiving these delicious chocolate bars as gifts.”

The new DreamWorks designs feature Frosty the Snowman, Casper the Friendly Ghost, Underdog, Hot Stuff, Santa Claus is Coming to Town, and two bars featuring Shrek. One of which is Shrek with Donkey. The MSRP is \$1.99 to \$2.49.

The DreamWorks bars are available in twelve bar shelf and counter displays measuring 3.5” W × 6” H × 7” D and in 60 bar shipper floor displays that measure 13” W × 42” H × 14” D.

Praim also is introducing three new “Where’s Waldo?” designs, new Erin Condren bars and the new French Bull collection.

About Praim Group

Established in 2006 and creator of CHOXCARD™, Praim Group is a one stop resource solution for helping successful consumer brands expand their reach into the tricky world of food logistics, marketing and sales. With offices in Boston and Los Angeles, Praim Group represents such brands as DreamWorks®, SeapointFarms® Edamame Crunch, Bloomsberry & Co, The Andy Warhol Foundation, Pan Am®, Bosco®, French Bull®, Erin Condren®, KnockKnock® Anne Taintor®, Mary Phillips Designs®, Bubble Chocolate® and others. 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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