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PRAIM GROUP INTRODUCES NEW FRIENDLY'S CHOCOLATE BARS

Featuring the Iconic Logo from the 80 Year Old Restaurant Chain, New Bar Flavors Include Milk Chocolate with Peanut Butter Cup and Dark Chocolate with Coconut.

BOSTON – March 7, 2017 – PRAIM Group (www.PramGroup.com), a food licensing, marketing and distribution company, today introduced two new Friendly's chocolate bars. The new bars are available in Milk Chocolate with Peanut Butter Cup and Dark Chocolate with Coconut. Friendly's chocolate bar packaging features the iconic logo from the 80 year old restaurant chain. The bars are 2.15 ounces and kosher. The MSRP is \$1.99.

"The new bars are delicious and the ideal size for convenience stores and supermarkets," says Kerry Laramie, director of Sales for PRAIM Group. "The nostalgic Friendly's logo also makes this a fun bar to gift and of course eat!"

PRAIM Group originally licensed the Friendly's brand in 2015. The company continues to sell 3.5 ounce milk and dark Friendly's solid chocolate bars.

Founded in 1935 in Springfield, Massachusetts, Friendly's Ice Cream was created by brothers Curtis and Prestley Blake at the height of the Great Depression, and has since enjoyed 81 years as America's beloved ice cream brand. Today, Friendly's restaurants continue to serve guests and Friendly's ice cream can be found at retailers nationwide.

All the designs are available in 24 count trays measuring D 7.5" x W 6" x H 3" and 96 bar shipper floor displays that measure D 18" x W 12.5" x H 36". Please contact PRAIM Group www.PRAIMGroup.com for more information.

About PRAIM Group

Established in 2005, America's best known companies have turned to PRAIM Group for its award-winning designs, delicious premium chocolate, and as a one-stop-resource-solution to establish a presence in the confections industry. With offices in Boston and Los Angeles, PRAIM Group represents such brands as DreamWorks®, Build-A-Bear-Workshop®, Mary Phillips Designs®, French Bull®, Bloomsberry & Co, Bosco® 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>.

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