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**FOR IMMEDIATE RELEASE**

**PRAIM GROUP’S “HOME” CHOCOLATE BARS RELEASED IN  
CONJUNCTION WITH THE WEEKEND BLOCKBUSTER**

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at the Sweets and Snacks Expo PRAIM Group Booth #1378*

**SALEM, MA - - April 1, 2015 - -** PRAIM Group ([www.PraimGroup.com](http://www.PraimGroup.com)), a food licensing, marketing and distribution company best known for its all-natural chocolate bars in chic and humorous packaging, announced its Limited Edition “HOME” chocolate bar featuring one of the films beloved aliens named Oh. The DreamWorks Animation movie was released this past weekend and ranked number one at the box office.

The “HOME” bar is premium milk chocolate, 3.5 ounces, all-natural and kosher. The MSRP is \$1.99-\$2.49. The new design will be featured at the Sweets & Snacks Expo May 19-21, 2015 at McCormick Place in Chicago. PRAIM Group is located in booth 1378.

“HOME” is a 3D computer-animated buddy comedy film based on the 2007 Adam Rex's children's book “The True Meaning of Smekday.” The film stars Jim Parsons, Rihanna, Jennifer Lopez, and Steve Martin. Tim Johnson is the director. Songs from the “HOME” soundtrack already broke the top 100 songs over the weekend and the “HOME” soundtrack is currently ranked number 12 on iTunes. The HOME DVD is expected to be released this coming fall.

In addition to HOME, PRAIM Group also offers other DreamWorks designs that 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 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.

### **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, Mench On A Bench®, Pan Am®, Friendly's®, Bosco®, French Bull®, Erin Condren®, Anne Taintor®, Mary Phillips Designs®, Bubble Chocolate® and others. For more information, please visit [www.PRAIMGroup.com](http://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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