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**AMERICA'S FAVORITE BOSCO® CHOCOLATE SYRUP TO LAUNCH ALL
NATURAL CHOCOLATE BAR**

*A Pop Culture Favorite for More Than 80 Years, Bosco® Chocolate Syrup to Work With
The PRAIM Group to Create and Distribute the Bosco® Bar; The PRAIM Group also Named as
Brokers for Bosco® Chocolate Syrup*

BOSTON –January 4, 2011 –The 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 Bosco®, one of America's most beloved chocolate syrups.

The PRAIM Group launches its 3.5 ounce all-natural Bosco® bar, available in milk chocolate, exclusively with the world's largest online and brick and mortar candy retailers: Candy.com and Dylan's Candy Bar in New York City, respectively. However, beginning in February, the bar will be available to retailers nationwide. The MSRP is \$1.99 to \$2.49.

With offices in Boston and Los Angeles, The PRAIM Group is best known for representing such brands as Bloomsberry USA® (www.Bloomsberryusa.com), Bubble Chocolate® (www.BubbleChocolate.com), Aunt Ida's® (www.AuntIdas.com) and others. By working with The PRAIM Group, Bosco® will benefit from the Group's expertise in chocolate bar manufacturing, design and distribution logistics, marketing and sales.

"Nostalgic candy is a hot trend so it's the perfect time to introduce the Bosco® bar," says Paul Pruett, CEO of The PRAIM Group. "Generations have grown up with Bosco® Chocolate Syrup and our team believes the Bosco® bar is the perfect brand extension. It's an honor to be trusted to help expand this legacy."

"The PRAIM Group is known for its efficient and stream line approach to helping food brands maneuver and conquer the tricky world of logistics, marketing and sales," says Steve Sanders, CEO Bosco® Products Co. "We're so excited for Bosco® to have a chocolate bar. It will make a great nostalgic gift for that special someone, or simply perfect as an afternoon chocolate fix."

Created in 1928, Bosco[®] Chocolate Syrup is sold Worldwide. With a long and iconic Hollywood history, Bosco[®] Chocolate Syrup was used as fake blood in the shower scene in Alfred Hitchcock's *Psycho* (1960) and in *Night of the Living Dead* (1968).

As a pop culture phenomenon, Bosco[®] has been the storyline in several sitcoms and films. On *Laverne & Shirley* Lenny and Squiggy eat Bosco[®] Chocolate Syrup with every kind of food and most recently, Shrek[®] declared his love for Bosco[®]. However, most famous is the *Seinfeld* episode titled "The Secret Code," where George Costanza reveals his ATM pin "Bosco" to J. Peterman's mother on her deathbed, who in turn repeats the word as she dies.

In addition to launching the chocolate bar, The PRAIM Group also will serve as food brokers for Bosco's[®] Chocolate Syrup. The PRAIM Group will coordinate its sales and marketing initiatives nationwide to all classes of retail trade including grocery, mass merchant, club and drug.

About The PRAIM Group

Established in 2006, The PRAIM Group is a one stop resource solution for pioneering food and confections related consumer brands. The 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, MA and Los Angeles, CA, The 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

About Bosco Products Co[®]

Created in 1928, Bosco[®] Chocolate Syrup is an iconic American brand that has been loved for decades. Available in retailers and in soda fountains, Bosco[®] Chocolate Syrup continues to make new fans. Throughout its life span, Bosco has been a pop culture phenomenon making appearances and being featured in movies and television. The 3.5 ounce all-natural Bosco[®] bar is available online and at retailers nationwide. For more information, please visit www.BoscoChocolate.com.

MEDIA NOTE: Images and Samples Available Upon Request.

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