

choxcard™

The sweet art of Gift Card giving™

FOR IMMEDIATE RELEASE

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**PRAIM GROUP INTRODUCES CHOXCARD™:
A REVOLUTIONARY GREETING CARD THAT CHANGES THE WAY
PEOPLE GIVE GIFT CARDS**

The First of its Kind - -With 12 different Chic Designs Created by America's Favorite Design Brands, CHOXCARD™ is Part Greeting Card, Gift Card Holder, and Chocolate Bar.

*CHOXCARD™ to Debut at the Praim Group's Booth #1383 at the
2012 Sweets and Snacks Expo May 8-10 in Chicago.*

BOSTON –April 24, 2012 –With nearly \$100 billion spent on gift cards in 2011 (TowerGroup), PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company today introduced CHOXCARD™, the first of its kind, revolutionary way to “gift” a Gift Card.

Part greeting card and part Gift Card holder, the self-sealing box also contains a special 3.5 ounce all natural, premium and Kosher dark or milk chocolate bar, providing gift-givers with a more personal and meaningful way to give a Gift Card.

Nearly every major retailer has a Gift Card section and there's no doubt Gift Cards are a favorite gift among discerning givers and receivers, but according to a study by DirectConnect, 24 percent of those who hesitate to buy Gift Cards cite the main reason as “it seems impersonal.”

“We have the solution to the Gift Card conundrum,” says Paul Pruett, CEO, PRAIM Group. “Consumers no longer have to buy a Gift Card and then a greeting card to wrap it in and still feel bad that it's not that personal. CHOXCARD™ is a greeting card, securely holds the Gift Card, offers a delicious chocolate bar for the personalization and looks great so it doesn't have to be wrapped. The chic and fun CHOXCARD™ designs will look great on a table with other gifts.”

PRAIM Group partnered with some of the most respected and successful contemporary design brands to create 12 different designs for various occasions including, Christmas, Hanukkah, Birthday's, and "just because." Designers include: KnockKnock® (www.KnockKnock.com), Erin Condren (www.ErinCondren.com) and Seltzer (www.SeltzerGoods.com). The CHOXCARD™ MSRP is \$5.99-\$8.99.

Pruett adds, "We're partnering with proven and successful designer brands. It's a win-win opportunity as we're introducing these brands into new store aisles and providing consumers with something they want and need to make gift giving special. We've built a better mouse trap and we're excited to provide a solution."

CHOXCARD™ has a glue dot to keep it closed in stores and a slit and tab to keep it secure upon gifting. In addition, it fits into a standard sized Number 10 (#10) envelope to mail for any out-of-town gifts. It measures 6 (L) x 3 (W) x ½ (H) inches and also is suitable to hold checks and cash gifts.

For retailers, CHOXCARD™ has a J-peggable perforated header and is available in Clip Strips, a Power Wing and End-Aisle displays.

CHOXCARD will debut at the 2012 Sweets and Snacks Expo May 8-10 at McCormick Place in Chicago. PRAIM Group is located at Booth #1383.

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, 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.

MEDIA NOTE: Images and Samples Available Upon Request.
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