

choxcard™

The sweet art of Gift Card giving™

FOR IMMEDIATE RELEASE

AWARD-WINNING CHOXCARD™ TO MAKE HSN DEBUT

*CHOXCARD™ Is a Revolutionary Greeting Card that Changes the Way People Give Gift Cards:
Part Greeting Card, Gift Card Holder, and Chocolate Bar.*

CHOXCARD Featured Designs Include KnockKnock, Erin Condren and Seltzer

BOSTON – November 29, 2012 - - According to a recent report, consumers will spend more money on gift cards in 2012 than any other year prior and 60 percent of consumers want a Gift Card this holiday season (National Retail Federation, 2012). With few options on how to creatively gift a Gift Card, PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company will bring its award-winning CHOXCARD™ to multi-channel retailer HSN on Monday, December 3, 2012 during the 5a.m. EST and 6p.m. EST shows. Just in time for the holidays, viewers will have the opportunity to purchase a six pack of CHOXCARDs in three different designs for \$24.95 with free S&H.

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

“This is a great deal,” says Paul Pruet, CEO of PRAIM Group, makers of CHOXCARD. “With CHOXCARD, HSN customers won’t have to buy a little something extra to make the gift card more special and then a greeting card or a gift bag and tissue to wrap it all. It’s all-in-one and the chic and fun designs will look great on a table with other gifts.”

CHOXCARD has a slit 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.

Pruett adds, “This is one of those items that people will be talking about when they open their present as it brings gifting a Gift Card to a new level. The beauty of CHOXCARD is its easy and cost-efficient to keep on hand for any last minute gifts and the chocolate is delicious.”

Chocard, was nominated as one of the “most influential candy products of 2011/2012” by the National Confectionery Sales Association (NCSA) that also awarded it “Best New Product.” *Gourmet Retailer Magazine*

gave it an “Editor’s Pick Award” and in May it was named one-of-five “Top Innovations” at the 2012 Sweets and Snack Expo.

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 primary offices in Boston, MA and Los Angeles, CA, 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 HSN

[HSN](http://www.hsn.com) is a leading interactive multichannel retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 96 million households in the US in HD 24/7 and its website - [hsn.com](http://www.hsn.com) - is a top 10 most trafficked e-commerce site, featuring more than 16,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 35 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSNI). For more information, please visit [HSN.com](http://www.hsn.com), or follow @HSN on [Facebook](https://www.facebook.com/HSN) and [Twitter](https://twitter.com/HSN).