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**SEAPOINT FARMS EDAMAME CRUNCH® CHOCOLATE BAR NAMED
A 2013 “EDITORS PICK” BY PROGRESSIVE GROCER**

Editor’s Select the Limited Holiday Edition Edamame Crunch Bar® “As One of the Years Most Original, Engaging and Fun Retail Items.”

BOSTON – July 9, 2013 - The Seapoint Farms Edamame Crunch® bar in the Limited Holiday Edition packaging was named a “2013 Editors Pick” by *Progressive Grocer* magazine, a leading food industry publication. The winners will be featured in the August 2013 issue.

“As in years past, we faced the tough challenge of choosing the best of the best from a range of companies across all store categories,” said Jim Dudlicek, editor in chief of *Progressive Grocer*. “It was no easy feat selecting top products in terms of innovation, taste/functionality and value.”

Progressive Grocer said the Seapoint Farms Edamame Crunch Chocolate Holiday Bar “is one the year’s most original, engaging and downright fun retail items.”

Made with dry roasted edamame and a touch of sea salt, the bars are 3.5 ounces, all natural, Kosher and available in dark and milk chocolate. Edamame Crunch® also contains 10 grams of protein per bar. The MSRP is \$3.49.

The holiday wrapper is a festive snowflake design with colorful reds, greens and browns. It's also marked with "Limited Edition."

"Since we introduced the Edamame Crunch bar just over a year ago, it has been a phenomenal hit," says Paul Pruett, CEO of PRAIM Group the master distributor for the bars. "Retailers want it on shelves year round, so we created the holiday packaging to make it more festive for the gift giving months."

PRAIM Group (www.PraimGroup.com), announced the Limited Edition holiday bars in March and will begin shipping those designs September 1, 2013.

Edamame Crunch® bars are available in 60ct Floor Displays and 12ct Counter Displays. PRAIM Group is the master distributor for Edamame Crunch®. Retailers, distributors and wholesalers can order the Seapoint Farms branded edamame bars directly from PRAIM Group at sales@Praimgroup.com.

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 Seapoint Farms Edamame Crunch®, Monty Bojangles, Bloomsberry & Co, The Andy Warhol Foundation, "Where's Waldo?" Pan Am, Bosco®, Knock Knock® Anne Taintor®, Mary Phillips Designs®, Bubble Chocolate® 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>.

About Seapoint Farms

Founded in 1996, Seapoint Farms is the largest manufacturer and distributor of Edamame food products in North America. Seapoint Farms has been instrumental in the public's early education about the benefits of Edamame. Edamame is a specialty soybean that is rich in soy protein, contains all the essential amino acids, is high in essential fatty acids, contains no cholesterol and is low in carbohydrates. Seapoint Farms products can be found in the frozen and snack sections of health food stores and major supermarkets across North America. For more information, please visit the corporate Web site at www.seapointfarms.com.

MEDIA NOTE: Images and Samples Available Upon Request.