

FOR IMMEDIATE RELEASE

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MONTY BOJANGLES COCOA DUSTED TRUFFLES TO DEBUT IN AMERICA

PRAIM Group Named Master Distributor of The U.K's Fastest Growing Premium All-Natural French Truffles. Traditional French Truffles, With a Decadent Contemporary Twist.

NEW JERSEY-May 7, 2013 – PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company today announced it was named the master distributor for Monty Bojangles (www.MontyBojangles.com), the United Kingdom's fastest growing premium and all-natural French double cocoa dusted truffles.

The company will introduce four contemporary truffle flavors to start: "Rich & Intensely Chocolatey," "Crumbly & Soft Cookie," "Flirty & Fruity Orange," and "Sea Salt Infused Toffee." All flavors are GMO free, all-natural and do not use corn syrup, hydrogenated oils or preservatives. Each premium truffle is double dusted with a generous coat of exquisite bitter sweet cocoa.

The all-natural recipe was created in France in 1934, and hasn't changed in more than 75 years. The traditional French free-form truffles are packaged in an elegant 2 ½ x 3 ½ inch colorful box sealed with its signature Monty Bojangles cat logo. Each box is 3.52 ounces and contains approximately 12 truffles. The MSRP is \$5-\$7.00 and has a one year shelf life, without using preservatives.

"Monty Bojangles is the hottest confections company in the U.K. and their truffles are a proven best seller," says Sherry Schultz a confections industry expert and president of Consumer Products Innovation who is importing Monty Bojangles to the States. "The truffles are delicious, and for the premium quality of the product and high end packaging, the price point is incomparable. It's a great personal treat or a lovely gift and with its 75 year old history and demonstrated success, we know it will be hugely popular."

Monty Bojangles truffles are rich, smooth, and decadent and are sold across multiple distribution channels throughout Europe including famous stores such as Harrods, Harvey Nichols,

Waitrose, John Lewis, Morrisons, the Coop, Boots and Tesco, among others. It's also available at in-flight shops of six major airlines including British Airways.

Monty Bojangles was started by a London-based confection executive and her son who after tasting the French cocoa dusted truffles knew they had to bring them to the world.

Retailers, distributors and wholesalers can order directly from PRAIM Group at sales@PRAIMGroup.com.

For more information on Monty Bojangles, please visit www.MontyBojangles.com

MEDIA NOTE: Images and Samples Available Upon Request.

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