



FOR IMMEDIATE RELEASE

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PRAIM GROUP INTRODUCES PRAIM PRIVATE LABEL

*PRAIM Private Label Offers Custom Chocolate Bar Packaging for
Celebrities, Brands and Retailers.*

BOSTON –April 23, 2013 – PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company, today formally announced its new division: PRAIM Private Label. PRAIM Private Label provides celebrities, brands and retailers with custom-designed packaging for PRAIM Group’s proprietary 3.5ounce, all natural and kosher chocolate bars. PRAIM Private Label uses a client’s existing art work or creates original designs based on needs.

PRAIM Group is known for its premium chocolate bars with chic and humorous packaging. The company creates its own designs and also has licensing agreements with well-known brands including The Andy Warhol Foundation, Pan Am, KnockKnock® Anne Taintor®, Mary Phillips Designs and more.

“For nearly two years, brands and retailers have turned to us to help them create customized packaging that works in their stores or for a specific event,” says Paul Pruett, CEO of PRAIM Group. “This part of our business is thriving so we have formalized the division. Companies turn to us because we’re creative, flexible and make it easy for our partners to offer their customers something unique, fun and delicious.”

Recently, PRAIM Private Label has worked with several worldwide retailers creating customized packaging for chocolate bars being sold in stores as part of its every day confections line, seasonal company campaigns and corporate philanthropic fund raising efforts.

Moreover, as part of the growing celebrity and chocolate trend, PRAIM Private Label has worked with celebrities to create their own chocolate brand that can be sold in stores alongside their other branded items.

To ensure a true “private label” experience, PRAIM Private Label keeps its clients’ names confidential, so it’s seamless to the marketplace.

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 SeapointFarms® Edamame Crunch, Bloomsberry & Co, Erin Condren, The Andy Warhol Foundation, Pan Am®, Bosco®, KnockKnock® 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>.

MEDIA NOTE: Images and Samples Available Upon Request.

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