



**FOR IMMEDIATE RELEASE**

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**ANNE TAINTOR, INC., THE ORIGINAL VINTAGE HUMOR COMPANY TO  
LAUNCH ALL NATURAL CHOCOLATE LINE**

*Known for its wry text juxtaposed against images of idealized women from the 1930s, '40s, and '50s, Anne Taintor has partnered with Praim Group to create and distribute the Anne Taintor branded chocolate.*

**BOSTON –June 13, 2011** –PRAIM Group ([www.PraimGroup.com](http://www.PraimGroup.com)), a food licensing, marketing and distribution company today announced its agreement to create and distribute a line of all-natural chocolate bars for Anne Taintor, Inc., the original vintage humor company.

PRAIM Group will launch five different designs in both in milk or dark chocolate with Anne Taintor's signature art on the wrappers. All Anne Taintor gift chocolate bars will be 3.5 ounces and all-natural. The MSRP is \$2.99 to \$3.99.

"For more than 25 years, Anne Taintor has made women laugh with its unique line of greeting cards and gift items, so adding a chocolate bar is the perfect brand extension," says Paul Pruett, CEO of PRAIM Group. "Women will love the designs and will enjoy the taste. We're excited to work with this fun and expanding brand."

"What could be better than a good piece of chocolate and a laugh!?" says Anne Taintor, president and founder. "We are delighted to add a natural chocolate bar to our line. And PRAIM Group is the perfect partner to distribute these bars to new and old customers and to help us fulfill a big part of our mission: to make smart people smile!"

Creator of CHOXCARD™ and 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®, 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 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](http://www.PraimGroup.com)

**About Anne Taintor, Inc.**

Anne Taintor, Inc. is the original vintage humor company. The company's signature style—wry text juxtaposed against images of idealized women from the 1930s, 40s, 50s, and 60s—appears on magnets, sticky notes, coin purses, and dozens of other products that have been making smart people smile since 1985. To learn more, visit [www.annetaintor.com](http://www.annetaintor.com).

***MEDIA NOTE: Images and Samples Available Upon Request.***

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