



**FOR IMMEDIATE RELEASE**

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**KNOCK KNOCK, THE DISTINCT AND SAVVY STATIONERY AND GIFT PRODUCTS COMPANY, TO LAUNCH ALL NATURAL CHOCOLATE LINE**

*Known for Its Humorous Products and Books with Chic Design, Knock Knock Has Partnered with Praim Group to Create and Distribute Branded Chocolate.*

*Visit the Knock Knock Chocolate Selections at the Sweets & Snacks Expo in Chicago May 24-26 in Booth 1482*

**BOSTON –May 16, 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 Knock Knock ([www.KnockKnockStuff.com](http://www.KnockKnockStuff.com)), the funny, smart and thoughtfully designed gift and stationery products company best known for their lists, sticky notes, and kits that help people get organized while maintaining their sense of humor.

Using Knock Knock’s signature voice, chic design and its popular multiple-choice format, PRAIM Group will launch 10 different designs in either milk or dark chocolate. All Knock Knock gift chocolate bars will be 3.5 ounces and all-natural. The MSRP is \$2.99 to \$3.99.

“Knock Knock’s hip design and witty character is a perfect fit into the PRAIM Group portfolio of brands that specializes in great taste and high design,” says Paul Pruet, CEO of PRAIM Group. “Knock Knock chocolate is a smart line extension for this fun brand and we look forward to seeing it on store shelves in many different types of retailers.”

“So many of Knock Knock products help people have a great time while getting organized, so it only makes sense to provide them with an enjoyable item that’s on their daily to-do list: eat chocolate,” says Jen Bilik, founder, CEO and head honcho of Knock Knock. “We’re delighted to partner with the PRAIM Group and look forward to introducing more people to the Knock Knock brand in the most intimate way—by allowing them to eat it..”

The new Knock Knock Chocolate Bars will debut at the Sweets & Snacks Expo in Chicago May 24-26 at McCormick Place. The PRAIM Group is in booth 1482.

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® Anne Taintor®, 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 and Los Angeles, 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 KnockKnock**

Founded in 2002, Knock Knock creates interesting, smart, well-designed, and too-funny-to-explain books and gift and stationery products, including pads, sticky notes, flashcards (for grownups!), specialty journals, and kits. Knock Knock’s sensibility is proudly distinct, in contrast to the overwhelming homogenization and conservatism that characterize committee-created corporate products. Plus, a lot of our writing offers multiple-choice options (you’re welcome!). Knock Knock sells directly to consumers via its website and has strong retail presence in the U.S. and abroad. Knock Knock is based in Venice, California. For more information, please visit [www.KnockKnockStuff.com](http://www.KnockKnockStuff.com).

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

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