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FOR IMMEDIATE RELEASE

PRAIM GROUP TO DEBUT NEW CONFECTIONS LINE AT SWEETS & SNACKS EXPO

*Using PRAIM Group's Signature Designs, New Candy Includes Jelly Beans,
Cookies & Cream Patties and Candy Coated Peanuts.*

*New Chocolate Designs Including DreamWorks, Friendly's, Mensch On A Bench and More Also
Make its Debut at PRAIM Group Booth #1378.*

SALEM, MA - - April XX, 2015 - - For the first time since its inception nearly 10 years ago, PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company best known for its all-natural chocolate bars in chic and humorous packaging, will introduce new designs featuring premium candy items that include Jelly Beans, Cookies & Cream Patties and Candy-Coated Peanuts. All the new candy designs are in 2.0 ounce packaging with an MSRP of \$1.49-\$2.49, respectively.

The new candy designs in addition to new all natural chocolate bar designs from Friendly's, DreamWorks, Mensch On A Bench and more, will make its debut at the Sweets & Snacks Expo May 19-21, 2015 at McCormick Place in Chicago. PRAIM Group is at Booth #1378.

"These new non-chocolate designs were a direct request from our retailers who love our fun designs but want something different in the summer months when chocolate can melt," says Kerry Laramie, vice president of Sales, at PRAIM Group. "The candy is delicious and of course the designs meet our stringent standards. We're excited about this new venture."

The Jelly Bean designs come in nine "every day" chic designs with various sentiments including "Happy Birthday," "Keep Calm and Eat Candy," "Smooch," "Thank you," and more.

The Cookies & Cream Patties are all holiday designs and include DreamWorks' "Frosty the Snowman" and two original designs by PRAIM Group called "Elf Treats" and "Stuff It," while the Candy-Coated Peanuts are in a "Reindeer Dropping" Christmas design that's laugh-out-loud funny. It makes the perfect stocking stuffer.

PRAIM Groups new chocolate designs feature a DreamWorks “HOME” bar based on the blockbuster movie, “Mensch On A Bench” for Jewish holidays and new original every day and holiday designs. In addition, PRAIM Group will introduce two new Friendly’s designs using the iconic logo from the 80 year old restaurant chain best known for its delicious ice cream. The bars are in milk and dark chocolate, are 3.5 ounces, kosher and all-natural. The MSRP is \$1.99 to \$2.49.

All the designs are available in twelve bar shelf and counter displays measuring 3.5” W × 6” H × 7” D and in 60 bar shipper floor displays that measure 13” W × 42” H × 14” D.

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 DreamWorks®, SeapointFarms® Edamame Crunch, Bloomsberry & Co, The Andy Warhol Foundation, Pan Am®, Bosco®, French Bull®, Erin Condren®, Mensch On A Bench® Anne Taintor®, Mary Phillips Designs®, Friendly’s®, 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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