



FOR IMMEDIATE RELEASE

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**PRAIM GROUP AND SEAPOINT FARMS TEAM TO LAUNCH ALL
NATURAL EDAMAME CHOCOLATE BARS**

The New “Edamame Crunch” Bars Offer a Delicious Blend of Salty, Sweet and Crunch in Dark and Milk Chocolate Varieties.

*Edamame Crunch Bars to Debut at the Praim Group Booth #1383
at the 2012 Sweets and Snacks Expo May 8-10 in Chicago.*

BOSTON–April 17, 2012 –PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company and Seapoint Farms (www.SeapointFarms.com), the largest manufacturer and distributor of edamame food products in North America, today announced the launch of “Edamame Crunch,” a new line of all-natural edamame chocolate bars.

Made with dry roasted edamame and a touch of sea salt, PRAIM Group and Seapoint Farms will introduce the 3.5 ounce all-natural, Kosher, dark and milk chocolate “Edamame Crunch” bars at the 2012 Sweets and Snacks Expo May 8-10 at McCormick Place in Chicago. PRAIM Group is located at Booth #1383. The MSRP is \$2.95.

“We’re calling it the ‘better for you option’ as people get delicious chocolate but also the benefits of edamame,” says Paul Pruet, CEO of PRAIM Group “It’s the perfect blend of salt and sweet and PRAIM Group is thrilled to team with Seapoint Farms on this fun and tasty endeavor.”

“This is a natural brand extension for us and with PRAIM’s Group’s expertise in confections and distribution, they were the natural partner for us,” says Laura Cross, president of Seapoint Farms. “There’s nothing like it on the market and I’m confident that people of all ages will love it.”

Edamame, is a specialty soybean harvested as a vegetable when the beans are immature and have expanded to fill 80 to 90 percent of the pod width. The seed of edamame varieties are rich in soy protein, contain all the essential amino acids, is high in essential fatty acids, contains no cholesterol and is low in carbohydrates. And when it's dry roasted it provides a loud and substantial crunch.

Cross adds, "Edamame Crunch is a delicious and satisfying treat for everyone, but for people with nut allergies who still want a little crunch in their chocolate, this is a perfect solution."

PRAIM Group is the master distributor for Edamame Crunch. Retailers, distributors and wholesalers can order the Seapoint Farms branded edamame bars directly from PRAIM Group at sales@PRAIMGroup.com.

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 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.

About Seapoint Farms

Founded in 1996, Seapoint Farms is the largest manufacturer and distributor of Edamame food products in North America. Seapoint Farms has been instrumental in the public's early education about the benefits of Edamame. Edamame is a specialty soybean that is rich in soy protein, contains all the essential amino acids, is high in essential fatty acids, contains no cholesterol and is low in carbohydrates. Seapoint Farms products can be found in the frozen and snack sections of health food stores and major supermarkets across North America. For more information, please visit the corporate Web site at www.seapointfarms.com.

MEDIA NOTE: Images and Samples Available Upon Request.

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