



FOR IMMEDIATE RELEASE

Contact:
Amy Goldsmith
Amy@PraimGroup.com
(310) 440-0646

**PRAIM GROUP TO OFFER LIMITED HOLIDAY EDITION
SEAPOINT FARMS EDAMAME CRUNCH® BARS**

With a Festive Holiday Wrapper, the “Edamame Crunch®” Bars Offer a Delicious Blend of Salty, Sweet and Crunch in Dark and Milk Chocolate Varieties.

Now Taking Pre Orders and Will Begin Shipping September 1, 2013

BOSTON—March 5, 2013 –PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company today introduced a Limited Edition Seapoint Farms “Edamame Crunch®” bar, with colorful red, green and brown holiday wrappers ideal for the 2013 Christmas season.

In addition to the holiday colors, the bars also have a festive snowflake design and are marked “Limited Edition.” PRAIM Group is currently accepting pre-orders and will begin shipping the Limited Edition Edamame Crunch® bars on September 1, 2013.

Made with dry roasted edamame and a touch of sea salt, the bars are 3.5 ounces, all-natural, Kosher, and available in dark and milk chocolate. Edamame Crunch® also contains 10 grams of protein per bar. The MSRP is \$2.95.

“Because it’s a “better-for-you-option” and tastes phenomenal, Edamame Crunch® has received significant distribution since its launch last May and the Limited Edition holiday designs will offer retailers a festive way to merchandise the bars during the year end gift-giving season,” says Paul Pruett, CEO of PRAIM Group. “This is an incredible product and while it’s great year round, the holiday wrappers will make it a terrific stocking stuffer or a “just because” seasonal gift.”

Edamame Crunch® bars are available in 60ct Floor Displays, and 12ct Counter Displays. 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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