



FOR IMMEDIATE RELEASE

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

PRAIM GROUP INTRODUCES FOUR NEW ERIN CONDREN® CHOCOLATE BARS

***PRAIM Group Expands its Licensing Agreement with Erin Condren® to include
All-Natural Premium Chocolate Bars.***

BOSTON –February 18, 2014 –Having proven success with the four Erin Condren® designed CHOXCARDS®, PRAIM Group (www.PRAIMGroup.com), a food licensing, marketing and distribution company today announced it will introduce four new chocolate bars featuring Erin Condren®'s chic designs, including the iconic "Enjoy!"

All Erin Condren® chocolate bars are premium milk chocolate, 3.5 ounces, all-natural and kosher. The MSRP for the chocolate bars is \$3.99. The four stylish and colorful bars include, "Thank You," "Congrats," "Happy Holidays," and "Enjoy!" designs.

"Erin Condren® designs are a favorite and we're thrilled to expand her designs onto our premium milk chocolate bars," says Kerry Laramie, director of Sales for PRAIM Group. "Retailers will love the fun and chic designs and it will be easy to merchandise as there's a bar for every one of life's moments including an everyday 'just because' with her 'Enjoy!' logo. The packaging is great, the bars are delicious and it makes for a great gift."

“We’re all about making life easy and stylish for our busy customers so naturally we felt our chocolate bars should be delicious, giftable and easily communicate to the recipient... and they do. We’re excited about these,” says Erin Condren, founder and CEO. “PRAIM Group has helped to extend our brand into a new aisle - -confections, and they make a great partner.”

PRAIM Group originally featured Erin Condren® designs when it launched its award-winning CHOXCARDS® in April of 2012. CHOXCARD® is part greeting card and part Gift Card holder. The self-sealing box also contains a special 3.5-ounce all-natural and premium chocolate bar providing gift-givers with a more personal and meaningful way to gift a Gift Card. There are four Erin Condren® designed CHOXCARDS®

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 French Bull®, SeapointFarms® Edamame Crunch, Bloomsberry & Co, French Bull®, The Andy Warhol Foundation, Bosco®, Where’s Waldo®, KnockKnock®, Pan Am®, Anne Taintor®, Mary Phillips Designs®, Erin Condren®, 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 Erin Condren®

When surprised with a twin pregnancy, Erin Condren began designing and printing custom note cards from her home office to give as gifts for new babies and friends. With the launch of an official website in 2005, www.erincondren.com, her products spread like wildfire, brokering partnerships and licensed collections with Target, Shutterfly and TinyPrints. With features on “The Today Show,” “Ellen,” “E! News” and countless magazines and celebrity endorsements, Erin Condren’s personalized paper business aims to make every day stylized, organized and personalized.

MEDIA NOTE: Images and Samples Available Upon Request.
(###)