



FOR IMMEDIATE RELEASE

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PRAIM GROUP TO LAUNCH ALL-NATURAL GARFIELD CHOCOLATE BARS

BOSTON – MARCH 16, 2016 – PRAIM Group (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 Paws, Inc., licensor of Garfield property and associated Garfield characters.

PRAIM Group will introduce four collector’s edition chocolate bars--two holiday and two “everyday” designs featuring the beloved Garfield. All bars are milk chocolate, 3.5 ounces, kosher and all-natural. The SRP is \$1.99-\$2.49.

“Garfield is the most widely syndicated comic strip in the world,” says Kerry Laramie, director of Sales for PRAIM Group. “Having a Garfield chocolate bar makes great sense as he is known for his passion for food and treats. Garfield fans will love eating and gifting these delicious chocolate bars.”

A multi-Emmy winner, movie and comic strip star, subject of hundreds of books, and Facebook phenomenon with nearly 17 million fans, Garfield is a beloved orange Tabby cat known for his laziness, sarcasm and love of food. The Garfield strip is read by more than 200 million people each day in 42 languages.

“Garfield loves food and we know he would devour these chocolate bars,” says Jim Davis, creator of Garfield, and president of Paws, Inc. “PRAIM Group is the ideal partner as they have a great product and are skilled in working with iconic brands.”

Please contact PRAIM Group www.PRAIMGroup.com for more information.

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, Build-A-Bear, Anne Taintor®, Mary Phillips Designs®, Erin Condren®, French Bull®, Bloomsberry & Co, The Andy Warhol Foundation, Pan Am®, Bosco® 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>.

About Paws, Inc.

Paws is the sole owner of all copyrights and trademarks for the Garfield property. The company also controls the licensing, marketing and brand management of Garfield and the Garfield characters. Garfield has appeared in more than 2,100 newspapers; and the strip, distributed by Universal Press, is read by more than 200 million people each day in 42 languages

MEDIA NOTE: Images and Samples Available Upon Request.

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