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**PRAIM GROUP TO LAUNCH ALL NATURAL
ANDY WARHOL CHOCOLATE BARS**

Featuring the Artist's Self-Portrait and an Iconic Andy Warhol Quote, the New Milk and Dark Chocolate Bars are an Ideal Collectible and Perfect Gift for any Art Fan.

Four Andy Warhol Designs to Debut at the Praim Group's Booth #1383 at the 2012 Sweets and Snacks Expo May 8-10 in Chicago.

BOSTON –April 10, 2012 –PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company today announced an agreement with The Andy Warhol Foundation for the Visual Arts, Inc., to create and distribute a line of all-natural chocolate bars featuring Andy Warhol, one of America's best known artists and iconic personalities. With four different designs, the packaging will feature Warhol's self-portrait and one of his famous quotes including, "All I Ever Really Want is Sugar," "Everybody Must Have a Fantasy," "In the Future Everybody Will Be World Famous for 15 Minutes," and "The Idea of Waiting for Something Makes it More Exciting."

PRAIM Group will introduce the 3.5 ounce all-natural "Chocolate Andy Bars," available in both dark and milk chocolate, 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 \$4.95.

"It is a privilege and an honor to work with The Andy Warhol Foundation for the Visual Arts to create these chocolate bars," says Paul Pruett, CEO of PRAIM Group. "These designs are

quintessential Warhol and will appeal to his huge fan base, art lovers and of course anyone who likes chocolate.”

“This is a fun project that fits perfectly into our licensing portfolio,” said Michael Hermann Director of Licensing for The Andy Warhol Foundation for the Visual Arts. “With PRAIM Group’s extensive retail network, the chocolate will serve as a vehicle to introduce more people to Andy Warhol while also enjoying delicious chocolate.”

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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 SeapointFarms® Edamame Crunch, Bloomsberry & Co, Pan Am®, Bosco®, KnockKnock® Anne Taintor®, Bubble Chocolate® and others.

During his childhood years and throughout his lifetime, Andy Warhol had a love for sweets, particularly chocolate bars. His doting mother, Julia, always rewarded Andy with a chocolate bar for the best drawing in the household. Andy’s own words summed up his craving, “all I ever really want is sugar.”

More than twenty years after his death, Warhol remains one of the 20th Century’s most influential figures in contemporary art and culture. He worked in a range of media, including painting, printmaking, sculpture, film, and music. In addition, he founded *Interview Magazine* and was the author of numerous books. He also produced or directed more than 60 films. His cultural legacy lives on through his artworks and the works of The Andy Warhol Foundation and The Andy Warhol Museum.

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 The Andy Warhol Foundation

As the preeminent American artist of the 20th Century, Andy Warhol challenged the world to see art differently. When the artist died unexpectedly on February 22, 1987, his will dictated that the vast majority of his estate should be used to create a foundation dedicated to the "advancement of the visual arts." Since its founding in 1987 as a New York based not-for-profit corporation the foundation has established itself as among the

leading funders of contemporary art in the United States having distributed over \$200,000,000 in grants. The foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. For more information please visit The Andy Warhol Foundation at www.warholfoundation.org.

MEDIA NOTE: Images Available Upon Request.
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