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**PRAIM GROUP ADDS THREE NEW LIMITED EDITION *WHERE'S WALDO?*® ALL-NATURAL CHOCOLATE BARS TO COLLECTION**

*Due to its Success, the Original Four Designs Will Remain in Production Increasing the Where's Waldo? Chocolate Collection to Seven Bars.*

**BOSTON –April 22, 2014** – With the popularity of its *Where's Waldo?* collection that launched nearly one year ago, PRAIM Group ([www.PRAIMGroup.com](http://www.PRAIMGroup.com)), a food licensing, marketing and distribution company, today announced it will add three new designs to be featured on the packaging of its all-natural premium chocolate bars.

Using original *Where's Waldo?* scenes, PRAIM Group will introduce three limited edition collectible designs especially for Easter, Halloween and Valentine's Day or any love-filled occasion. All bars are milk chocolate, 3.5 ounces, kosher and all-natural. The MSRP is \$1.99 to \$2.49. Like the original designs, the new packaging also engages the consumer to search for Waldo while eating a delicious chocolate bar. Consumers can log onto [www.PRAIMGroup.com](http://www.PRAIMGroup.com) to find solutions to the limited edition collectible wrappers.

Due to its success, the original four bars will remain in production increasing the *Where's Waldo?*® chocolate collection to seven different designs.

"The *Where's Waldo?* fans are loyal and supportive and have helped to catapult the success of this line," says Kerry Laramie, director of Sales, PRAIM Group. "We received requests for more specific holiday designs and we listened. Just like the original four, the bars

are delicious, make great gifts and are fun as children and adults can interact and look for Waldo on the wrapper.”

First published in 1987, *Where’s Waldo?* is a global publishing phenomenon with more than 61 million books sold worldwide. The series is published in more than 38 countries and has been translated into over 30 languages.

### **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 SeapointFarms® Edamame Crunch, Bloomsberry & Co, The Andy Warhol Foundation, Pan Am®, Bosco®, French Bull®, Erin Condren®, KnockKnock® Anne Taintor®, Mary Phillips Designs®, Bubble Chocolate® and others. For more information, please visit [www.PRAIMGroup.com](http://www.PRAIMGroup.com). Follow us on Twitter at <https://twitter.com/PraimGroup> and Facebook <http://www.facebook.com/PraimGroup>.

***MEDIA NOTE: Images and Samples Available Upon Request.***  
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