



Contact:  
[Amy@PramGroup.com](mailto:Amy@PramGroup.com)  
(310) 440-0646

## **PRAIM GROUP TO LAUNCH ALL NATURAL LIMITED EDITION *WHERE'S WALDO?*® CHOCOLATE BARS**

*Search for Waldo and His Friends as They Make Their Chocolate Bar Debut This Spring*

**BOSTON –April 29, 2013** – PRAIM Group ([www.PramGroup.com](http://www.PramGroup.com)), a food licensing, marketing and distribution company, today announced its agreement to create and distribute a line of all-natural chocolate bars featuring *Where's Waldo?*®

PRAIM Group will introduce four unique limited edition collectible designs that include two “everyday” and two “holiday” SKUs. All bars are milk chocolate, 3.5 ounces, kosher and all-natural. The MSRP is \$1.99 to \$2.49. The packaging will feature *Where's Waldo?* scenes including ‘Land of Waldos,’ and ‘Cake Factory’ allowing consumers to enjoy their delicious chocolate while also searching for Waldo. Can you find Waldo? Consumers can log onto [www.PramGroup.com](http://www.PramGroup.com) to find solutions to the limited edition collectible wrappers.

“These designs are fun and interactive and children and adults will not only like the chocolate, but can play with the wrapper as well,” says Paul Pruett, CEO of PRAIM Group. “*Where's Waldo?* is the perfect complement to our product line, further positioning PRAIM Group as a one-stop shop for designer chocolate.”

“What better way to celebrate Waldo’s 25<sup>th</sup> Anniversary than with chocolate?” says Karyn Schneider, vice president North American Licensing, DreamWorks Classics. “We are enormously pleased to partner with PRAIM Group, who has a proven record of expanding successful brands into the confections aisle.”

First published in 1987, *Where's Waldo?* is a global publishing phenomenon with more than 58 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®, 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>.

### **About *Where's Waldo?*®**

Created by Martin Handford and first published in 1987, *Where's Waldo?* is one of the most recognizable characters in the world and a pop-culture icon. A global publishing phenomenon with 58+ million books sold worldwide, the successful series is published in more than 38 countries, has been translated into more than 30 languages and has sold 6+ million Apps to date. JOIN THE SEARCH! as the ultimate world traveler embarks on A Fantastic Journey to celebrate his 25th Anniversary with year-long celebrations beginning in 2012. Online, in-store, or at events—who knows where Waldo will be spotted next? Keep your eyes open. You won't be the only one searching. [www.whereswaldo.com](http://www.whereswaldo.com)

### **About DreamWorks Classics**

DreamWorks Classics was formed from DreamWorks Animation's acquisition earlier this year of Classic Media, owners of one of the most extensive portfolios of long-enduring family entertainment franchises, including *Casper the Friendly Ghost*®, *Where's Waldo?*®, *Lassie*®, *The Lone Ranger*®, *George of the Jungle*® and *Rocky & Bullwinkle*™. DreamWorks Classics will represent both the original CG animated television productions from DreamWorks Animation, including DreamWorks Dragons: Riders of Berk and an all-new television series based on the studio's upcoming animated feature film Turbo, along with Classic Media's well-known movies, series and specials. [www.classicmedia.tv](http://www.classicmedia.tv).

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

(###)