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FOR IMMEDIATE RELEASE:

**JOHN KELLY CHOCOLATES
INTRODUCES NEW
WALNUT CARAMEL CLUSTERS WITH MEDITERRANEAN SEA SALT**

Hollywood, CA (January 2010)—Building on its incredibly successful launch of Truffle Fudge Bites with sea salt, John Kelly Chocolates is introducing a new product, Walnut Caramel Clusters with Mediterranean Sea Salt.

“The market really responded to our truffle fudge bites with sea salt,” states John Kelson, President of John Kelly Chocolates. “We’ve been experimenting with other salted products in our shop, and found that people couldn’t get enough of our sophisticated take on a traditional ‘turtle.’ So we feel confident that the market will also love these 1oz. Walnut Caramel Clusters – bite-sized, with a sprinkling of exotic salt that perfectly balances the caramel, chocolate and walnuts.”

The new Walnut Caramel Clusters with Mediterranean Sea Salt will be packaged in two different sizes, a box with two clusters (suggested retail: \$9) and a box with four clusters (suggested retail: \$15). The box is an elegant chocolate-brown folding box that also features mouth-watering product photography.

“This is the first time we have offered a product that does not have truffle fudge at the center,” states Kelly Green, Vice President of John Kelly Chocolates. “But this product has much in common with our Truffle Fudge Bites, and perfectly fits our product profile – a gourmet version of a traditional chocolate item. We think this expansion makes perfect sense.”

John Kelly Chocolates is also introducing additional sizes for its Truffle Fudge Bites line. In addition to the existing 4-piece boxes, there will be 2-piece boxes, containing two pieces of either Chocolate and Caramel with Hawaiian Alaea Sea Salt or Dark Chocolate with French Grey Sea Salt (suggested retail: \$9). John Kelly Chocolates won the Gold soft™ Award for Outstanding Chocolate from the NASFT in 2009 for its Truffle Fudge Bites with French Grey Sea Salt.

Launched in 2005, John Kelly Chocolates is located in the heart of Hollywood, where they have a large celebrity clientele. Their signature artisan “truffle fudge” is a blend of premium quality, all-natural ingredients and an almost magical formulation, creating one of the most lavish and luscious chocolate experiences imaginable. They use several different varieties of chocolate in order to create blends that have a perfect balance of sweet versus bold chocolate flavor. They also use all natural flavorings, including intensely aromatic orange, peppermint and raspberry extracts, and their Truffle Fudge Bites have the added

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intrigue of a sprinkling of exotic sea salt. A proprietary process creates the silky-smooth truffle fudge center, and on their Truffle Fudge Bars, the rich covering of semi-sweet chocolate is hand-initialed in chocolate with the flavor ingredient. John Kelly Chocolates' truly divine Truffle Fudge Bars come in 12 different flavors, some with nuts, and some without nuts, and they are available in 8oz. and 2oz. bars. Truffle Fudge Bites come in two flavors and are available in 1oz. bars. Kosher certified and all-natural, these exquisite chocolates are offered in various boxed assortments and gift towers, as well as a single 2oz. bar for grab-and-go and a large slab for foodservice.

John Kelly Chocolates also offers other premium chocolate items, such as Walnut Caramel Clusters with Mediterranean Sea Salt. These 1oz. caramel clusters provide a unique mix of artisan caramel, high-quality chocolate, walnuts and exotic sea salt for a sweet and savory blend of incredible flavor.

John Kelly Chocolates products are currently available at many high-end retailers, including Neiman Marcus, Bristol Farms and Central Market. They are also carried in many Nordstrom cafes and in the gift shops of luxury hotels such as the Waldorf Astoria, The Inn on Biltmore Estate, and many Four Seasons resorts. Luxurious and sophisticated, John Kelly Chocolates offers a chocolate experience that is elegant in every way.

John Kelly Chocolates—Retail

Flavors:

Cappuccino with walnuts	Orange without nuts
Caramel with walnuts	Peanut Butter
Chocolate with walnuts	Raspberry without nuts
Chocolate without nuts	Vanilla with walnuts
Dark Chocolate with walnuts	Vanilla without nuts
(Silver Sofi Winner, Outstanding Chocolate, 2007)	Chocolate & Caramel with Hawaiian
Alaea Sea Salt	
Dark Chocolate without nuts	Dark Chocolate with French Grey Sea Salt
Mint without nuts	(Gold Sofi Winner, Outstanding
Chocolate, 2009)	

Suggested Retail Price: Gift Boxes

Four 1oz. Truffle Fudge Bites - Caramel with Hawaiian Alaea Sea Salt—\$15
Two 1oz. Truffle Fudge Bites – Caramel with Hawaiian Alaea Sea Salt—\$9
Four 1oz. Truffle Fudge Bites - Dark Chocolate with French Grey Sea Salt—\$15
Two 1oz. Truffle Fudge Bites – Dark Chocolate with French Grey Sea Salt—\$9
Four 1oz. Walnut Caramel Clusters with Mediterranean Sea Salt—\$15
Two 1oz. Walnut Caramel Clusters with Mediterranean Sea Salt—\$9
Two 2oz. Truffle Fudge Bars—\$11
Four 2oz. Truffle Fudge Bars—\$19
Eight 2oz. Truffle Fudge Bars—\$30
Twelve 2oz. Truffle Fudge Bars—\$42
One 8oz. Truffle Fudge Bar—\$14.50

Suggested Retail Price: Gift Towers

Small Tower—\$36.50

Medium Tower—\$56.50

Large Tower—\$99

Salt Bite Tower—\$49

For more product information, call: 323-851-3269 or email: service@johnkellychocolates.com or
visit our website at www.johnkellychocolates.com.

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