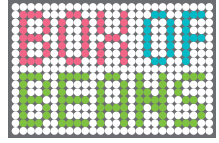


PRESS RELEASE



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Chocolate Lovers Rejoice!

*Just in time for Valentine's Day, we've sweetened the deal ...
all of our designs are now available in chocolate.*

January 9, 2012 — Chocolate lovers, we've heard your cries ... we're **ADDING CHOCOLATE!** As of today, all thousand plus BOX of BEANS™ candy gift box designs can now be filled with jelly beans, candy coated chocolate candies or (drum roll please ...) a combination of both!

We've been listening and taste testing and we've found a chocolate product that covers the rainbow of jelly bean colors we offer. Our staff is excited, our product testers are a little rounder, and our customers will be **HAPPY** (our ultimate goal) but our Head Bean Counter is crying because chocolate is more expensive than the jelly beans and our boss has decided not to increase prices. Oh well ... someone pass him a vial of chocolates, maybe that will cheer him up!

Valentine's Day is quickly approaching, so what are you waiting for? Stop reading and order your BOX of BEANS™ Valentine gift boxes now! Why send a dozen roses *and* a box of chocolates, when now you can send dozens of vials of chocolate in the shape of a rose? That's just one of many Valentine's options. Be fun, be creative, say "I love you" this year with a BOX of BEANS™ ... now with jelly beans, chocolate beans or a combination of both! Trust us ... whoever you give it to, will be **HAPPY**.

One last thing: our bean fillers want to give a shout out to all of our customers who have suggested that BOX of BEANS™ add chocolate! They're all choc-a-holics, too!

BOX of BEANS, Inc. is located in Asheville, NC and ships nationwide through its www.BOXOFBEANS.com web site.

Peace, Love, Jelly Beans™ (and Chocolate!)