Press Release January 2011

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After one year in the custom chocolate business, Chocomize is growing faster than ever:

- **New website and increased workforce to meet higher volumes**

- **Strategic alliance with Myswisschocolate.ch**

Cherry Hill, January 2011. After Chocomize's first anniversary, founders Eric Heinbockel, Nicholas LaCava, and Fabian Kaempfer look back on a very successful year. The business concept was well received by customers and the demand for custom-created chocolate bars is growing rapidly. As a result, the company has expanded its production capacities and will launch a new website that will sustain the increased traffic.

With increasing coverage from media outlets such as the Oprah magazine, CNN.com, Good Morning America, and the New York Times, the concept of Chocomize's create-your-own chocolate bars is spreading rapidly throughout the US and Canada. "With increased awareness comes increased traffic on our website" says Eric Heinbockel. "We wanted to make the website cleaner and more user friendly, while at the same time optimizing the load time and order management system," he continues. These changes were necessary to keep up with the ever-increasing number of orders, the founders say. In addition to making changes to the front end to be able to receive more orders, Chocomize also had to adjust their production capabilities in order to process the orders. The company has increased its full time staff and has purchased additional equipment to guarantee a fast turnaround time. "The Christmas season was proof that Chocomize can meet rapidly growing demand" Fabian Kaempfer explains. "Even orders that were received several days after the cut-off date made it to our customers in time for Christmas and no one had to show up for Christmas empty handed." Now that the changes have proven successful the founders have confidence that there will be no limit to the company's growth and success.

Strategic alliance with mySwissChocolate.ch

With the dawn of a new year the Chocomize founders are looking forward to many new and exciting opportunities. In pursuit of these opportunities Chocomize, the largest create-your-own chocolate company in the US, has entered into a strategic alliance with mySwissChocolate.ch. mySwissChocolate.ch is the number one custom chocolate company in Switzerland and one of the biggest players in the European market. Both companies want to identify and develop collective potential in the global marketplace. Furthermore, both companies intend to inspire each other in the areas Social media and Operations. Nick LaCava explains: “Myswisschocolate is the perfect strategic partner for us. Both of our companies are extremely successful in their respective markets and we share the same beliefs and values. The Swiss chocolate guys realize the importance of good customer service just as much as we do and we are looking forward to an exciting business relationship with them.”

Chocomize

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