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**MOTHER'S DAY CALLS FOR B.SWEETS® CHOCOLATE RX™
FOUR TREATS CELEBRATING EVERY MOM'S PERSONALITY**

- Where Style, Substance and Chocolate Make for Memorable Mother's Day Moments --**
-- Special 12oz Assortment Collection Supports The Breast Cancer Research Foundation --

New York, NY, April 2006 -- With chocolate such an emotionally-charged food, it makes sense that it tops the gift-giving chart on Mother's Day. But, not just any chocolate will do for this matriarchal expert in all things indulgent.

Introducing the *Chocolate Rx*™ collection assortment from **b.sweets**® (www.bsweets.com), a contemporary collection of chocolate classics befitting of every Mom's distinctively delicious personality and approach to life. So whether she's more a life-of-the-party Mom than sensitive and nurturing, a beat-to-her-own-drum Mom rather than Mother-of-the-year, **b.sweets** has confection perfection that will sweeten her day.

Created by four cousins—two sets of sisters from a fourth-generation confectioner family—*Chocolate Rx* includes an assortment of four milk chocolate-smothered treats in a pretty pink, blue and brown striped signature box, that delivers on both personality and palatability, for example:

- ♥ **crackin' up**™ **classic grahams**. For the Mom who's fast with a quip, sharp as a tack, and the most popular girl at the party. Rarely an opportunity goes by without some witty commentary or wise crack -- be it politically, socially, emotionally or personally-fueled. Reward her with this grown-up version of the modern classic.
- ♥ **positively twisted**™ **crispy salted pretzels**. For the Mom who seems to have it all together, but no one has any clue how she does it. You know the type: every moment of the day runs like clock work. The house is clean, the kids are fed (not to mention tidy AND polite), her husband's happily playing golf with his buddies and somehow, she even has time for the gym. Oh, and she works full-time! Even the family dog has a play date! Sound twisted? Let her know you really feel about her. (This special treat is named in honor of Erica and Shelly's Mom, Rose!).
- ♥ **pillow talk**™ **melt-in-your-mouth marshmallows**. Is your Mom your best friend, or your best friend a new Mom? Here's the treat for the woman with whom you've laughed, cried and shared your deepest secrets -- and who has stood by you through thick and thin (and we're not referring to the number on the scale!).

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- ♥ **nutty moment™ peanut butter crunch bars.** For the spontaneous, leap-before-you-look, get-up-and-go Mom. No matter rain or shine, this is the Mom who always has a plan or activity brewing, no matter how kooky. She also has a knack for bringing positive spin to even the most seemingly mundane moments. For her, *nutty moments* say it all. (This one was inspired by Bree and Lindsay's Mom, Charlyne!)

Each **b.sweets** treat is also available in its own individual box, for Moms who skew more nutty than twisted, or who are more a knee-slappin' crackin' up than pensive pillow-talker. Even more delightful than enjoying **b.sweets** right out of the box is parlaying them into a creatively decadent dessert that memories are made of.

"b.sweets was inspired by our collective childhood memories of being together with our Moms and as a family. We saw how hard our Moms worked in the candy factory yet had fun doing it; they were an inspiration to us and somehow we wanted to be part of continuing the family tradition," says Shelly Bashour, first Mom-to-be of the b.sweets girls and speaking of her co-founders, sister Erica, and cousins Bree and Lindsay. *"Now that I am planning for the arrival of my first child, I treasure these memories more than ever. I hope other families will create their own sweet memories around our chocolates and what better time to begin the tradition than Mother's Day."*

The **b.sweets** girls have created some sweet recipes incorporating their signature treats that are just marvelous for a Mother's Day gathering or any sophisticated soiree:

- ♥ **b.sweets pillow talk fruit skewers**

Fluff and fruit. What a concept! Cut **pillow talk** melt-in-your mouth marshmallows in half with a sharp knife. Slice pieces of fruit such as bananas, strawberries and pineapple, and place on a skewer alternating fruit slices and marshmallow segments (2 fruit for every **pillow talk**). If skewers are nowhere to be found, simply top each half of a pillow talk with a fruit section and indulge.

- ♥ **b.sweets crackin' up ice cream sandwiches**

1 large scoop of ice cream or frozen yogurt, softened
2 **crackin' up** classic grahams

Spread ice cream on one graham cracker and top with remaining graham. Place on plate or cookie sheet lined with wax paper and freeze for 30 minutes. Remove and enjoy!

- ♥ **b.sweets creamy dreamy nutty moment**

Take two scoops of your favorite vanilla ice cream or frozen yogurt, place on a board that's been chilled for at least an hour. Place two **nutty moment** peanut butter crunch bars -- smashed up -- in the center and mix by folding together until combined. If desired, add chocolate sauce. *NOTE: nutty moment peanut butter crunch bars, crackin' up classic grahams and positively twisted crispy salted pretzel pieces make great sundae toppings too!

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♥ **b.sweets signature pillow talk smores**

Take one **pillow talk** and cut in half. Place in microwave for 20 seconds. Remove and place segments on one **crackin' up** classic graham. Enjoy as is or top with another crackin' up for a treat that's definitely *cracked up* to everything it should be!

♥ **b.sweets sweet crunch brownies**

Start with your favorite brownies recipe. When there are 10 minutes baking time remaining, sprinkle the top of your brownies with **crackin' up**, **nutty moment**, or **positively twisted** pieces. You will need approx. 2-3 pieces of candy for a 9x13 pan of brownies. For a dreamy brownie treat, cut 3 **pillow talks** into 6 pieces and sprinkle on brownies. Cover with foil to prevent marshmallows from burning.

♥ **b.sweets® martini fun**

crackin' up classic graham's pieces make a great rimmer for chocolate or key lime martinis. For chocolate martinis, dip the rim of the glass in a bowl of chocolate sauce and roll in **b.sweets** candy pieces. Substitute milk or cream for the key lime martinis.

b.sweets chocolates, with the exception of **pillow talk**, are easily crumbled in a blender or food processor. For best results, pulse on the lightest speed for 5-10 seconds; longer if smaller pieces are desired. Break no more than 2 pieces at a time. For chunkier candy pieces, break candy in half, place in zip lock bag, and roll over pieces with a rolling pin several times.

b.sweets *Chocolate Rx* assortment collection is available in two sizes: a 12oz box (contains 15 treats) for \$24.95 and a 6 oz assortment box (contains 8 treats) for \$12.95. Individual boxes of **positively twisted** crispy salted pretzels, **crackin' up** classic graham's, **nutty moment** peanut butter crunch bars and **pillow talk** melt-in-your-mouth marshmallows are also available for \$14.95. **b.sweets** is sold at specialty boutiques nationwide and at www.bsweets.com. 20% of every 12oz box purchased at www.bsweets.com benefits **The Breast Cancer Research Foundation**.

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