

For Immediate Release

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Cast a Vote for Moonstruck Chocolatier's Election Collection '08!

Unique Offering Pairs Donkey and Elephant Truffles

(Portland, Ore. – July 9, 2008) – Moonstruck Chocolatier is getting into the democratic spirit with a new offering of unique truffles that are sure to please everyone regardless of their political ideology – the Election Collection '08. The new collection features truffles in the shapes of the mascots for each of the two major political parties – a donkey and an elephant – in an effort to appeal to voters' taste buds.

"With so much attention on the upcoming election, we really wanted to offer our customers a way to have fun with it," said Chef Julian Rose, Master Chocolatier at Moonstruck. "Our Election Collection makes it possible for people to demonstrate their party loyalty while also enjoying unique looking, delicious premium chocolates that could only have come from Moonstruck."

The Election Collection '08 is a patriotically decorated box of four truffles, two in the shape of donkeys, and two in the shape of elephants. The Donkey Truffle features Moonstruck Chocolatier's Mayan Ganache (milk chocolate, cinnamon and crushed almonds), while the Elephant Truffle features a dark chocolate Extra-Bittersweet Ganache. The box of four carries a suggested retail price of \$15.

Visitors to each of the 14 company-owned-and-operated Moonstruck Chocolate Cafés across the country are also able to cast their votes for one truffle or the other by purchasing individual donkeys and elephants. The cafés are displaying a running tally, documenting which of the two truffles has garnered more "votes."

The Election Collection '08 is available now at all 14 Moonstruck Chocolate Cafés across the country, at select retailers and fine grocers nationwide and at www.moonstruckchocolate.com.

About Moonstruck Chocolate Co.

Established in 1993, Moonstruck Chocolate Co. was founded on the premise that chocolate is an indulgence to be experienced by all the senses. Moonstruck Chocolatier uses only the finest and freshest ingredients, including chocolate that originates from some of the most exotic and highest quality cocoa beans in the world. The award-winning artisan chocolates, which were featured as the official chocolate of the 77th and 78th Annual Academy Awards® gift baskets, are handcrafted, hand-decorated and hand-packaged in Portland, Ore. Moonstruck Chocolate Co. also owns and operates 14 Moonstruck Chocolate Cafés in Oregon, California, Illinois, Michigan, Massachusetts, New Jersey and Virginia. Additional information is available at www.moonstruckchocolate.com.

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