



Guylian Chocolate Debuts Web Site

Englewood Cliffs, N.J., March 30, 2006 – Chocolaterie Guylian has launched a new web site at www.guylian.be. Designed to reinforce the Belgian chocolate brand's image and market position, the Guylian web site will serve as one of the company's key mechanisms for communicating with consumers, retailers, and distributors.

Currently, the easy-to-navigate web site is written in English. However, Guylian plans to introduce Dutch, French and German translations during summer 2006.

Visitors to www.guylian.be can learn all about Guylian's history, standards of quality and production, chocolate and chocolate-making, and the Belgian chocolate products sold throughout the world. In addition, pages are devoted to the company's sponsorship of Project Seahorse, showcasing the accomplishments of this international marine conservation group, as well as providing information about the world's endangered seahorse populations. Visitors can also discover the range of delicious chocolate creations to be savored in Guylian's Belgian Chocolate Café, located in Antwerp, Belgium – and view print, outdoor, and television advertising from many different countries. Frequently asked questions, employment opportunities, and contact information are easily accessed.

Web site visitors who fill out a brief questionnaire will be entered in a drawing for a prize that will be awarded monthly

The architecture of the new web site is highly adaptable and will be kept current by a web site team based at Guylian headquarters in Sint Niklaas, Belgium. The company will promote the web site in all marketing communications materials, including prominent labeling on all Guylian packaging.

Chocolaterie Guylian is the world's leading manufacturer of premium boxed Belgian chocolates. This family-owned and operated company is one of the leading importers of Belgian chocolates into the U.S. and one of the fastest-growing brands in major markets worldwide, selling in 100 countries. Guylian first became known for its exquisite *Guylian Seashells*, the original Belgian chocolate seashells. Today, the company offers a range of boxed chocolates, individually wrapped chocolates, and chocolate bars. U.S. headquarters are in Englewood Cliffs, N.J.

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CONTACT: **Ellen Miller** **401-724-3773** **ellensmiller@att.net**
 Melissa Moritz **516-367-1342** **mooguy40@aol.com**