



## **New York's Exchange Hotel Sweetens the Deal With FINANCIAL CRUNCH® Chocolate**

Princeton, New Jersey and New York, NY – June 5, 2006 – VIP travelers to Manhattan's popular Exchange Hotel in the city's famed Wall Street district, will be treated to new FINANCIAL CRUNCH® chocolate to sweeten whatever deal they're working on. Recently featured in Newsweek, Travel & Leisure and Budget Travel, the Exchange Hotel will treat VIP guests and travel industry professionals with FINANCIAL CRUNCH® Chocolate.

Rani Carr, General Manager of the Exchange Hotel, commented, "Our visitors at The Exchange Hotel are a sophisticated blend of global travelers, often here for financial business. After watching the ticker tape all day, they appreciate the contemporary stylings and chic surprises of the Exchange Hotel. We are thrilled to introduce them to the coolest new candy so well suited to them."

FINANCIAL CRUNCH is hand-made, gourmet chocolate packaged in an elegant green and gold octagonal tin filled with 11 pieces (a *Banker's Dozen*) of coin shaped, milk chocolate crunch. Adding to the fun, each .5 oz. piece has a bite out of it and is emblazoned with a "Bite Back" on each piece.

### **ABOUT THE EXCHANGE HOTEL**

The 53-room, boutique Exchange Hotel, formerly the Manhattan Seaport Suites, is nestled moments away from Wall Street's flurry and only a short distance from the South Street Seaport and Historic Front Street. The property accommodates both business and leisure travelers with dynamic amenities like WiFi access, flat-screen TVs, full kitchens, and exceptional guest service. Whether taking a break from work or from touring New York City, this renovated hotel pleases all guests with its comfortable atmosphere and stylish approach to hospitality services. For more information or reservations, please call 212-742-0003 or visit the website at [www.exchangehotel.com](http://www.exchangehotel.com)

### **ABOUT FINANCIAL CRUNCH AND SWEET ASSETS**

The FINANCIAL CRUNCH concept was created twenty years ago when college student, Lisa Nalen was lacking credit at home, school, and the bank. Realizing that she was, in fact, in a real "Financial Crunch", Sweet Assets was born. While they met with good success, Nalen's partners still had other career aspirations and the company and concept began a 20-year hiatus. Nalen began co-hosting a Discovery Channel top rated home improvement show and appearing in numerous TV commercials and Soap Operas.

In 2004, Nalen contacted and bought out her former partners. Sweet Assets was then incorporated in 2004 with the first FINANCIAL CRUNCH chocolate produced in 2005. FINANCIAL CRUNCH [www.financialcrunch.com](http://www.financialcrunch.com) is manufactured in Philadelphia. For more information, please email [lisa@financialcrunch.com](mailto:lisa@financialcrunch.com) or call 609-577-3502.

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