



PRESS RELEASE

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PROFESSIONAL CULINARY INSTITUTE OF THE SILICON VALLEY ANNOUNCES ADDITION OF SCHOOL OF HOSPITALITY MANAGEMENT

Leading Culinary Learning Institution Offering Associates Degree in World's Fastest Growing Industry

CAMPBELL, Calif. – August 20, 2007 – The Professional Culinary Institute of the Silicon Valley (PCI) announced the addition of the School of Hospitality Management in July 2007 where students can earn an Associates of Occupational Science Degree in Hospitality Management. The degree can be completed in as little as one year, including a required 320-hour paid externship, leaving graduates prepared for their career within the hospitality or restaurant management industries.

“With small class sizes, hands-on instruction, a required externship, and highly experienced instructors who bring real-world knowledge and skills to the classroom, PCI’s School of Hospitality Management offers students an unparalleled educational experience”, says Chef Richard Battista, president of PCI. “We are very excited to provide our students with cutting-edge technologies through this program, ensuring that upon graduation, students are ready for successful real-world careers.”

The Hospitality Management curriculum involves a combination of lecture and hands-on lab practical instruction. The courses available include both introductory and advanced courses covering all aspects of management as it applies to the hospitality and culinary industries. A variety of courses through the Hospitality Management program are now being offered, some of which include: human resource management, technology, accounting practices, culinary production, wine and beverage management, hospitality law, lodging management, gaming, sales, and marketing.

The food service and restaurant industries have become the fastest growing industries in the world; the Hospitality Management degree offers students the opportunity to make a career change at any stage in life. Additionally, PCI’s award-winning culinary and wine education programs have been incorporated into the Hospitality Management degree program.

To learn more about PCI and the School of Hospitality Management, visit www.pcichef.com or call toll free, 1-800-PCI-LEARN.

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