

PRESS RELEASE

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THE PROFESSIONAL CULINARY INSTITUTE OF THE SILICON VALLEY WELCOMES RENOWNED CHEF KLAUS FRIEDENREICH

Instructor with Wealth of Culinary Experiences Joins Bay Area's Premier Culinary Institution

CAMPBELL, Calif. – October 3, 2007 – The Professional Culinary Institute of the Silicon Valley (PCI) is pleased to announce the addition of Chef Klaus Friedenreich to the PCI team. Chef Friedenreich has accepted the position of culinary instructor in PCI's Culinary Arts program, and brings with him over 30 years experience in the industry.

A native of Kassel, Germany, Chef Friedenreich moved to the United States in 1964 where he has spent the past 43 years in American restaurants, hotels and serving in various capacities as an executive chef. A member of American Culinary Federation (ACF) since 1973, Chef Friedenreich is 1 of only 56 certified master chefs in the United States; he was the recipient of the 2001 ACF National Chef of the Year award, and the founding president of the Central Florida Chefs Association in 1973.

"We are thrilled to welcome such an esteemed colleague to our team," says Richard Battista, president of PCI. "Chef Friedenreich has a vast array of knowledge and experience in the culinary industry, and in the field of education. He is a valuable addition to our team, as he brings with him the skills to coach and instruct while using creative and innovative methods."

Chef Friedenreich's experience includes opening and successfully running the restaurant, Klaus' Cuisine, for which he has won five Golden Spoon awards; working as executive chef at both Orlando's Carlton House and at the Maison et Jardin Restaurant of Orlando, Florida; and overseeing the student-run restaurant, Chef's Palette of Fort Lauderdale, Florida, which won the 2005 American Culinary Federation Achievement of Excellence award. Additionally, Chef Friedenreich is a contributing writer for *American Regional Cuisine* and *American Regional Cuisine second edition Food Styling Chef*.

Making significant contributions to the United States Culinary Olympics Team in 1980, Chef Friedenreich contributed three personal gold medals as the captain of the team that won 30 gold medal awards. He also served as an advisor to the winning U.S. Olympic teams in 1984, and again in 1985. Having spent time as the corporate chef for Dobbs House Airline Catering in 1971, Chef Friedenreich had the opportunity to cook for U.S. presidents, Carter and Ford on their campaign trails.

PCI offers full and half time programs in culinary arts, baking and pastry arts, wine, and hospitality management. To learn more about PCI, visit www.pcichef.com or call toll free 1-888-PCI-LEARN.

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About The Professional Culinary Institute

Founded by Chef Richard Battista in 2005, The Professional Culinary Institute of the Silicon Valley (PCI) is a premiere chef-owned culinary school located in the heart of the Silicon Valley in Campbell, California. Offering full and part time programs in culinary arts, baking and pastry arts, a certified sommelier program, and a hospitality management program, PCI offers small class sizes, renowned instructors, state-of-the-art equipment and facility, a required paid externship and an Artisense method of teaching that is unique to PCI. Degrees and diplomas offered at PCI include: Diploma of Essential Professional Culinary Skills, Diploma of Essential Professional Baking and Pastry Skills, Certified Sommelier, and Associates of Occupational Science in Hospitality Management. To learn more about PCI, visit www.pcichef.com or call toll free, 1-888-PCI-LEARN.