

PRESS RELEASE

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PR Contact: Krista Nilsen
Armanasco Public Relations, Inc.
Tel: 831.372.2259
Email: knilsen@armanasco.com

**'CULINARY ARTS' AND 'BAKING & PASTRY ARTS' PROGRAMS BEGIN THIS
JANUARY AT THE PROFESSIONAL CULINARY INSTITUTE**

Premier Bay Area culinary school offers new programs in 2008 to meet rising demand

CAMPBELL, Calif. – December 4, 2007 – The culinary arts and baking and pastry industries have grown significantly in the past decade, and are forecasted to soar as the hospitality industry expands. On January 14, 2008, the Professional Culinary Institute (PCI), located in Campbell, California, will offer its Culinary Arts and Baking & Pastry Arts programs in both full and half-time formats to meet the demand from the many individuals now changing careers to become professional chefs. The full-time day program for the Culinary Arts and Baking & Pastry Arts program begins on January 14, 2008, and the half-time program begins February 4, 2008.

The Culinary Arts program, as well as the Baking & Pastry Arts program can be completed in as little as eight months. Each program involves 600 hours of classroom work followed by a required 240-hour paid externship. Small class sizes, renowned instructors, state-of-the-art facilities, paid externships and unparalleled job placement assistance demonstrate PCI's commitment to contributing to the success of its students.

"The programs that make up the Culinary Arts and Baking & Pastry Arts curriculums are designed to prepare our students to enter the culinary world as professionals with a well-rounded education. As a result, the coursework at PCI is focused on the skills needed in the kitchen," says Richard Battista, president of PCI. "We have incorporated a unique Artisense method of teaching that was inspired by the European apprenticeship training system of explanation, demonstration and execution."

The chef instructors at PCI bring with them a wealth of real-world experience. From master sommeliers to certified master chefs, PCI offers its students unique educational opportunities that mirror what the culinary and wine industries are currently experiencing.

The PCI campus, located in the heart of the Silicon Valley, includes seven teaching kitchens, all designed by chefs; two ultra modern kitchen demonstration theatres; a wine cellar classroom; a student library and resources center, complete with computer terminals, wireless internet access and a wide range of reference material; and computer labs. For more information about PCI and the Culinary Arts and Baking & Pastry Arts programs, visit www.pcichef.com or call toll free 1-888-PCI-CHEF.

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About the Professional Culinary Institute

Founded by Chef Richard Battista in 2005, the Professional Culinary Institute (PCI) is a premier 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.