

PRESS RELEASE

FOR IMMEDIATE RELEASE

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

PROFESSIONAL CULINARY INSTITUTE'S HOSPITALITY MANAGEMENT GETS NEW NAME, HOURS

Program Name Changes to Hotel & Restaurant Management, Opens Curriculum to Part-Time, Evening Students

Campbell, Calif. – April 29, 2008 – The Professional Culinary Institute (PCI), located in Campbell, California, in the heart of the Silicon Valley, recently announced the name change of its Hospitality Management Program to the Hotel & Restaurant Management Program to more accurately represent the course content, curriculum and emphasis of the program. The Hotel & Restaurant Management Program will also be offered in a convenient, part-time evening format, which will accommodate many students who work full-time.

"We have many students who, due to full-time careers, cannot make a commitment to the Hotel & Restaurant Management degree program during the day," says Richard Battista, president of PCI. "To better accommodate our students, we decided to offer both a day full-time program and an evening part-time program. I believe our new name will better reflect our course offerings, as our program incorporates a variety of the skills necessary for a successful career in the industry including: human resource management, technology, accounting practices, culinary production, wine and beverage management, hospitality law, lodging management, gaming, sales, and marketing, providing our students with the experience and knowledge their future employers are looking for."

The Hotel & Restaurant Management program is offered in both full- and part-time formats with 910 hours of classroom instruction, and a required 320-hour externship. The part-time program will begin July 7, 2008 and conclude June 16, 2009. This class will meet Monday, Tuesday, Wednesday and Thursday evenings from 6:00 p.m. to 11:00 p.m. Both full- and part-time programs will be available in October 2008. The Hotel & Restaurant Management Program can be completed in as little as one year, assisting students in fast-tracking their careers.

PCI classrooms and training facilities for the hotel and restaurant management associate degree program have been designed with the latest technologies available including: computer labs with up-to-the-minute programs, world-class teaching kitchens, a magnificent wine cellar and tasting classroom, on-campus banquet facility, comfortable lecture rooms, and LCD screens.

To learn more about PCI and the Hotel & Restaurant Management Program, visit www.pcichef.com or call toll free, 1-888-PCI-CHEF.

###

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 hotel & restaurant management program, PCI offers small class sizes, renowned instructors, state-of-the-art equipment and facility, a required paid externship and an Artisan 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 Hotel & Restaurant Management Program. To learn more about PCI, visit www.pcichef.com or call toll free, 1-888-PCI-LEARN.