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FOR IMMEDIATE RELEASE

My Personal Chef, Inc. Opens for Business in the Boise Market

BOISE, Idaho - My Personal Chef, Inc. opens for business in the Boise area, the company announced today.

My Personal Chef provides in-home preparation of fine cuisine for individuals wanting dietary support to maintain an active and healthy lifestyle. Although the service can be used by anyone, My Personal Chef is targeting individuals with specific dietary needs due to heart disease, diabetes or weight management.

All of the chefs have graduated from accredited culinary schools and have additional culinary experience prior to working for My Personal Chef. Twice a month a chef visits the client's home with all of the necessary food and cooking utensils. The chef then prepares the 10 three-course dinners the client has selected from the My Personal Chef website menus. The dinners are packaged in vacuum-sealed bags designed to maintain freshness and are placed in the refrigerator. Heating instructions and nutritional information are attached to each dinner. Before leaving the client's home, the chef cleans the kitchen.

My Personal Chef is the innovation G. Reid Smith, the company's founder, CEO, president and chairman of the board. Smith, who has been living with diabetes for the past 14 years, said he has struggled to make sense of his dietary needs.

"Determining the number of exchanges, the right serving size, the ratios of this food to that food has always been confusing," Smith said, "for years I have wanted someone else to take care of the details. In a sense, I started My Personal Chef for very selfish reasons, I wanted to make my life easier."

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The chefs, in collaboration with registered dietitians, plan meals based on the client's nutritional requirements. The client can then visit the My Personal Chef website at www.mypersonalchef.com and choose their meals. All menus are based on approved guidelines established by the American Diabetes Association, the American Heart Association and the American Dietetic Associations. A portion of revenue earned by the company is donated to these associations.

My Personal Chef is the first company in the United States to take personal chefs into a national franchise model. The company plans to expand its operations to Austin, Texas and San Diego, Calif., later this year.

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