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For Immediate Release

April 7, 2006

Sous Chef Inc. launches a new high performance website, TheSecretIngredients.com, to bring culinary traditions and families together.

Asheville, North Carolina—On March 29, 2006 Sous Chef, Inc., was launched in Asheville North Carolina with a mission to offer interactive and creative ways for family and friends to preserve the culinary traditions they were raised with. The first product to be offered is Secret Ingredients, a personalized cookbook that can be developed by individuals or groups online through an innovative website, www.TheSecretIngredients.com. TheSecretIngredients.com is the vision of Kate Walling, founder of Sous Chef, Inc., who believes all families can benefit from finding new ways to preserve and share stories, memories and fun. Walling's commitment to original and quality design, user-friendly functionality and the highest level of customer service makes Secret Ingredients products unlike others currently on the market.

Five years ago Kate Walling began to make handmade cookbooks in her home for friends and family. A personal history of creativity and artistic expression made these types of projects particularly exciting since her love of art, food and family could be combined into one vision. After working diligently on her own to make high quality, custom designed cookbooks she decided to team with GoMedia Solutions, Inc. to build a new company web site featuring the latest in interactive web technology. Web designer David Griffith in Atlanta knew this web design project would be complicated and a challenge, but the determination and drive of Kate Walling would help the site emerge as a new and exciting competitor in the online world of interactive virtual products. "This web site is an example of the latest online technology and the potential we have to make the Internet even more interactive and easy to use," states Griffith. "Creating a web site like this takes time," he continues, "but the future of the Internet is about greater service and customization." TheSecretIngredients.com features custom created cookbooks designed by the site visitor. Consumers can upload family recipes, photos and dedications, as well as choose the visual style of fonts, binders, dividers and more. Each cookbook is made to withstand heavy use in the kitchen.

Kate Walling looks forward to sharing her passion for food, family and artistic crafts with an audience outside of her local region, Western North Carolina. "Preparing food is a universal human experience," states Walling, "it can evoke strong emotions, remind us of our past and keep us looking into the future. I hope Secret Ingredients becomes a place where families can learn more about where they come from and more about each other," she continues.

TheSecretIngredients.com will also feature a variety of food related resources including product reviews, informational articles and links to interactive blogs.

Quotes:

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can learn more about where they come from and learn more about each other."-Kate Walling, Sous Chef, Inc. and TheSecretIngredients.com

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