



Interim Step Marketing LLC
presents:



Web searching: Google, Yahoo, Overture

- Tomorrow's Culinary Student is using the Internet today
 - Learning Tool
 - Decision Tool
 - CookingSchoolsCompared.com

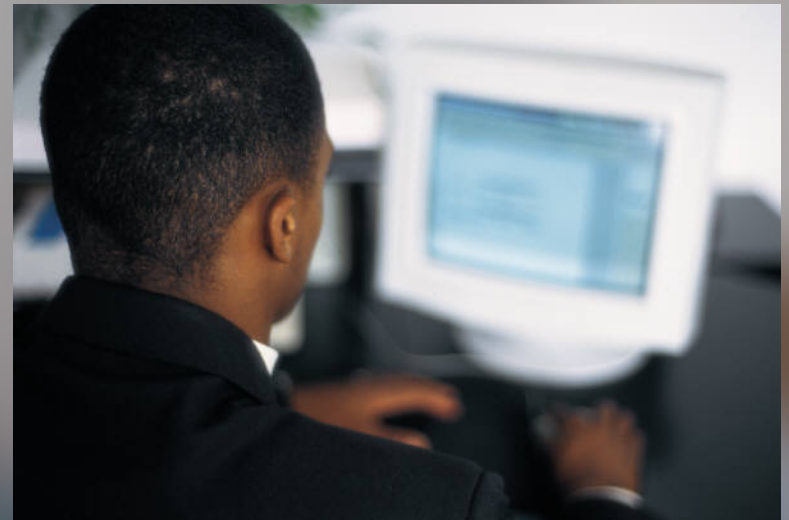


Market surveys show:

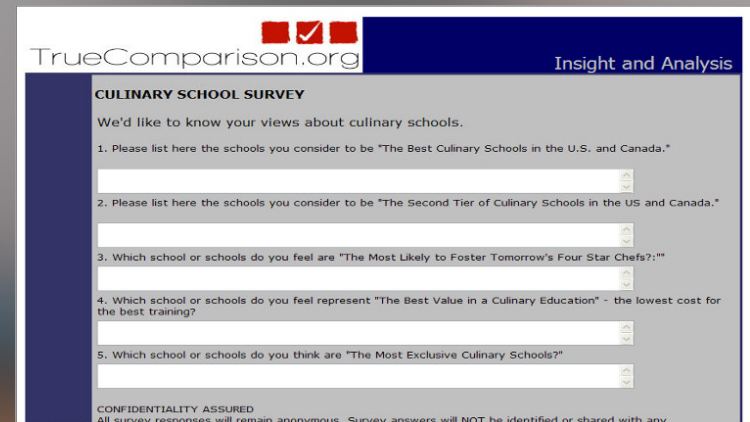
- XX searches conducted on Cooking Schools, Culinary Schools and Chef Training
- Seeking Comparison Information
- Searchers know little or nothing about most schools



- Unique Interim web site
- Finds and forwards quality leads to your school
- Learning step before making decision
- Thorough understanding of web search behavior



- Authoritative survey among 150 leading culinary journalists, food writers, and restaurateurs.
- Compiled from membership roster of elite culinary foundation
- Respondents' answers were unaided, all results aggregated and confidential



TrueComparison.org Insight and Analysis

CULINARY SCHOOL SURVEY

We'd like to know your views about culinary schools.

1. Please list here the schools you consider to be "The Best Culinary Schools in the U.S. and Canada."

2. Please list here the schools you consider to be "The Second Tier of Culinary Schools in the US and Canada."

3. Which school or schools do you feel are "The Most Likely to Foster Tomorrow's Four Star Chefs?:"

4. Which school or schools do you feel represent "The Best Value in a Culinary Education" - the lowest cost for the best training?

5. Which school or schools do you think are "The Most Exclusive Culinary Schools?"

CONFIDENTIALITY ASSURED
All survey responses will remain anonymous. Survey answers will NOT be identified or shared with any

- The 10 schools receiving the most Top Tier mentions became our Top Rated List. The Schools are (in no particular order):
 - Culinary Institute of America
 - New England Culinary Institute
 - Johnson & Wales
 - The French Culinary Institute
 - L'Academie de Cuisine
 - George Brown
 - California Culinary Academie
 - Le Cordon Bleu – Ottawa
 - Tante Marie's
 - Kendall College



We created this icon to designate these 10 schools.