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***'à la carte' PR* Launches New Website for
'Chef Charles' of Charlotte**

Charlotte, NC—(April 5, 2004)—*'à la carte' PR* has designed and published a new website for highly regarded Charlotte chef, Charles Semail, of 'Chef Charles Catering'. The new website: www.chefcharlescatering.com covers a variety of topics from menus to personal chef services to culinary tours of France; Chef Charles' homeland.

About *'à la carte' PR*:

'à la carte' PR offers 'made to order' electronic marketing, website creation and development, business writing and a full range of media and public relations services. The *'à la carte' PR* mission is to provide businesses, individuals and organizations with services which increase positive public visibility and successful relationships with the media. For more information, visit: www.alacartepr.com

About Chef Charles Semail:

Chef Charles was born in Chartres, France where his passion for cooking began at age 14. His four year apprenticeship in Charcuterie; the art of making fine French pate, sausages and smoked meats, fueled his passion for cooking. Chef Charles has worked in a number of the most highly regarded restaurants from Paris to the US. He also opened his own French restaurant in Kentucky before moving to Charlotte in 1994. Chef Charles worked with Eli's Catering and Dean and Deluca and presided as Executive Chef for Quail Hollow Country Club for three years before launching his own business.

Among his unique offerings are France Tours and Culinary Adventures for which he serves as personal guide and culinary guide to various regions of France.

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