

"cuiZine" ... NEW ADDITION TO THE DOWNTOWN HISTORIC AIKEN DINING SCENE

Aiken, S.C. (August 18, 2005) - After close to four years at the Partridge Inn, Chef Philippe Chin is moving east of Augusta to Aiken, SC. Charmed by the jewel of Downtown Aiken, Chin, Master Chef of France, is excited to bring the CSRA a new dining option. During his career at the Partridge Inn, he successfully revamped the entire food and beverage operation including creating the award-winning restaurant, "Bambu on Hickman". Chin says "I am looking forward to a new culinary adventure and becoming part of the Aiken business community."

In a distinct departure from its genteel southern heritage, The Hotel Aiken, Aiken's premier hotel, has joined forces with world-renowned Chin. Chef Chin will create "**cuiZine**", a sleek new bar/restaurant that will become a premier dining destination. A blend of culinary and visual artistry, the 150-seat, 4500-square foot restaurant will showcase innovative Global creations of Chef Chin.

"cuiZine's" brand of playful sophistication, a collaborative design effort of Chef Chin and his partner, Cheryl Grace, is apparent from the moment one arrives at the entrance of "**cuiZine**". At the corner of Laurens and Richland, the covered entrance leads guests to the newly created lounge, which opens to three chic dining rooms. According to Chin's partner, Cheryl, "The challenge was to create a fine restaurant with a certain sophistication that could stand on its own in terms of design, and still keep the focus as a stage for the presentation of Philippe's culinary talents". Chin and Grace also own "**Pastel on Central**" on Central Avenue in Augusta, Georgia, an eclectic art gallery/coffee shop featuring the work of over 35 artists and home and garden accessories which opened in October, 2004. Chin and Grace purchased and renovated the building that houses Pastel in the spring of 2004. "The 1940s building had been empty for some time and we very much enjoyed bringing it back to life. Cheryl and I have had a great time creating the sleek urban look in "**cuiZine**". It is such a sharp contrast to the funky look of "**Pastel**". Our creative talents very much compliment each other." Says Chin".

The diverse menu embodies Chef Chin's career, spanning his French-Asian heritage, French training, urban successes and multi-cultural influences. Classical French techniques are paired with light, pungent spices and ingredients from around the world. "All cooking is a blending of flavors and textures. I combine the very freshest ingredients, local and/or organic when possible and prepare them in a way that best brings out the natural flavors," says Chef Chin. "We will always prepare new dishes that keep us fresh and give our customers our best every night."

"cuiZine" will strive for the ultimate dining experience presented with Southern hospitality by a professional and friendly staff. "**cuiZine**" will open September 27th, for dinner Tuesday through Saturday, and will be available for private parties everyday.