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**DINING IN's Menu Expands - So The Bay Area's Waistband Doesn't:
Executive Chef, Traci Higgins introduces THE DAILY DIET**

Summer is coming and dieting can be made easy by.... DINING IN! Instead of having to count calories - this lifestyle transformation can be delivered to your door at home or work - it's a healthier way of thinking, living and eating.

/24-7PressRelease/ - SAN FRANCISCO, CA, March 28, 2008 -- Bay Area residents no longer have to face the challenge of dieting alone because DINING IN (www.dininginsf.com), the leading Bay Area specialized personal chef delivery service has created a program that changes the way you live and how you eat - making healthy eating easy to do, and poor eating excuses harder to come by. The reason most diets fail is because it's only a diet and not a lifestyle change. DINING IN's Founder and Executive Chef, Traci Higgins proudly introduces, THE DAILY DIET - a program that is more than food - it is support, personal service, easy, fresh, nutritious and pre-portioned organic meals made the same day they are delivered. They are sold in two week packages featuring a breakfast, lunch, dinner and two healthy snacks. All entrees are cooked with the highest quality ingredients and then delivered fresh (never frozen) directly to your home or office, making life simple - without your having to do the work. THE DAILY DIET is designed to be a 'no-brainer' - convenient and affordable at just \$42 a day (inclusive of all prep time, cooking, portioning, plating and delivery). Currently, DINING IN delivers to San Francisco, East Bay, Oakland, The Peninsula, Los Altos, San Bruno, San Mateo, Foster City, San Carlos, Menlo Park, Marin and Palo Alto. The brand new eco-friendly expansion is now servicing the areas of Orinda, Lafayette, Walnut Creek, San Jose and Los Gatos.

"Now it is simple for anyone to lose or maintain their weight loss without having to worry about what to eat, how to prepare it or be concerned about consuming excess fat and calories in take out food. THE DAILY DIET does all that work for you. We'll also make referrals to dietitians and personal trainers in conjunction with signing up. This is a service in which the client will get it all and then some," states Chef Higgins, named one of the "Top 5 Personal Chefs in the Bay Area" by San Francisco Magazine. "We have two different daily calorie-counted category meal options: 1200-1500 calories and 1500-1800 calories. The great thing about these meal plans for both men and women is they are determined by your current weight, previous dieting success/failures and activity level," she explains.

Higgins has designed DINING IN's service focus to take pride in creating organically prepared, low-calorie food that caters to a client's dietary needs - inclusive of weight loss goals, low sodium, low cholesterol, and has received praise and support from some of the best personal trainers and dieticians in the Bay Area. She actively works with DIAKADI Body, Informed Body Pilates, MV Nutrition and Action Sports Med. Higgins, also a speaker, health educator and advocate, culinary instructor, wife and mother has traveled the country performing cooking demonstrations and insightful lectures on health and wellness to doctors, dietitians, health professionals and nurses and has been active in many Diabetes educational forums and conferences. She has worked in the test kitchens of Weight Watchers, Cooking Light Magazine and America's Best recipes and is credited in three cookbooks. Additionally, she has worked as a food stylist and worked on the television show "Follow That Food" with Gordon Elliott for the Food Network.

For interviews, please contact Publicist, Stacey Kumagai, Media Monster Communications, Inc. 818-506-8675 mediamonster@yahoo.com For more information on DINING IN's 'No Mess and No Stress' healthy food service and THE DAILY DIET go to www.dininginsf.com

About Media Monster Communications, Inc.

Media Monster Communications, Inc. is a full-service boutique public relations, promotions, advertising, media relations, marketing, business development, creative consulting and special event production firm in Los Angeles.