



October 15, 2007

As the arts community in the greater Detroit area continues to grow and prosper, we are pleased to announce that there will be a new addition to the discipline of arts education: The Art Institute of Michigan.

The Art Institute of Michigan, scheduled to begin classes in November 2007, is one of The Art Institutes, a system of over 35 locations across North America, providing an important source of design, media arts, culinary arts, fashion, and fine arts professionals to the marketplace.

Initially, The Art Institute of Michigan will offer bachelor's degree programs in Advertising, Culinary Management, Fashion Marketing & Management, Interior Design, Visual Communications, and Web Design & Interactive Media; associate's degree programs in Culinary Arts, Fashion Merchandising, Graphic Design, and Web Design & Interactive Media; and a certificate program in Professional Baking & Pastry.

Its location in metropolitan Detroit will afford students the opportunity to volunteer for civic organizations and enjoy all the culture and excitement a large and vibrant city has to offer.

The Art Institute of Michigan hopes to make an important contribution to the economic growth and social well-being of the area that it serves, providing higher education opportunities that prepare graduates for entry-level positions in the creative arts professions they have chosen.

After you've had a chance to review the enclosed media kit, I would like to extend a personal invitation for you to meet Ted Blashak, president of The Art Institute of Michigan. Mr. Blashak is available to the media to discuss the importance of the community to The Art Institute of Michigan; its strengths, mission, people and programs; and plans for future growth and development. He also can provide you with information on enrollment trends, featured faculty, how to apply and much more.

We will contact you over the next several weeks to arrange an interview opportunity. In the meantime, please do not hesitate to contact me at (412) 995-7262, jpmuller@edmc.edu; or Leslie Pardo of Marx Layne Public Relations at (248) 855-6777, lpardo@marxlayne.com if you have any questions, or want to set up a discussion in advance.

Thank you for the opportunity to deliver communication on this new educational endeavor to the community it will serve.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Muller', followed by a period.

Jacquelyn P. Muller
Vice President – Public Relations
The Art Institutes

PRESS RELEASE

CORPORATE MEDIA CONTACT:
Jacquelyn P. Muller
Vice President – Public Relations
Education Management LLC
Office: (412) 995-7262
Mobile: (412) 606-9244
jpmuller@edmc.edu

DETROIT MEDIA CONTACT:
Leslie Pardo/Heidi Watson
Marx Layne Public Relations
Office: (248) 855-6777
Mobile : (248) 563-7213
lpardo@marxlayne.com or hwatson@marxlayne.com

EDUCATION MANAGEMENT LLC ANNOUNCES THE OPENING OF THE ART INSTITUTE OF MICHIGAN *Classes Slated to Begin November 2007*

(DETROIT – October 15, 2007) Education Management LLC (EDMC) today announces the addition of The Art Institute of Michigan to its Art Institutes system of schools.

With its first day of class slated for November 8, 2007, The Art Institute of Michigan will occupy approximately 38,000 square feet at 28125 Cabot Drive in Novi, Michigan, a suburb of Detroit. The school will begin enrolling students immediately.

“We are thrilled to bring an Art Institute school to the Detroit area,” says John Mazzoni, president of The Art Institutes. “The Art Institute of Michigan’s design, fashion, and culinary programs, led by a skilled faculty, will help students achieve their professional aspirations while making an important impact on the communities in which they will live and work.”

Initially, The Art Institute of Michigan will offer bachelor’s degree programs in Advertising, Culinary Management, Fashion Marketing & Management, Interior Design, Visual Communications and Web Design & Interactive Media; associate’s degree programs in Culinary Arts, Fashion Merchandising, Graphic Design, and Web Design & Interactive Media; and a certificate program in Professional Baking & Pastry.

“Our aim is to develop the school as a leading provider of higher education in the creative arts, providing academic programs to meet the growing needs of employers in the communities we serve,” says Ted Blashak, newly appointed president of The Art Institute of Michigan.

For information on classes at The Art Institute of Michigan, call (800) 479-0087 or visit the school’s website at <http://www.artinstitutes.edu/detroit>.

###

The Art Institute of Michigan is a branch of The Illinois Institute of Art – Chicago and is accredited by the Accrediting Commission of Career Schools and Colleges of Technology (ACCSCCT), and by the Higher Learning Commission (HLC), and is a member of the North Central Association, 30 North LaSalle Street, Street 2400, Chicago, IL 60602, 1-800-621-7440, www.ncahlc.org.

The Art Institute of Michigan is one of The Art Institutes (www.artinstitutes.edu), a system of over 35 locations throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

The parent company of The Art Institutes, Education Management (<http://www.edmc.com>), with over 80,300 students as of Fall 2006, is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 80 primary locations in 26 states and two Canadian provinces. Education Management's educational institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology, legal studies and business fields, culminating in the award of associate's through doctoral degrees. Education Management has provided career-oriented education for over 40 years.

CORPORATE MEDIA CONTACT:

Mark C. Toth Lesli
Public Relations Specialist
Office: (412) 995-7263
Mobile: (412) 657-8636
mtoth@edmc.edu

DETROIT MEDIA CONTACT:

 e Pardo/Heidi Watson
Marx Layne Public Relations
Office: (248) 855-6777
Mobile: (248) 563-7213
lpardo@marxlayne.com or hwatson@marxlayne.com

PRESIDENT

Ted Blashak

ABOUT THE ART INSTITUTE OF MICHIGAN

- The Art Institute of Michigan is one of The Art Institutes, a system of over 35 locations across North America.
- The Art Institutes schools provide programs in design, media arts, culinary arts, fashion, and fine arts.
- The Art Institute of Michigan was founded in 2007 and will occupy approximately 38,000 square feet of classroom, computer lab, library, and office space.

ACADEMIC PROGRAMS OFFERED

- ADVERTISING – Bachelor of Arts
- CULINARY ARTS – Associate of Applied Science
- CULINARY MANAGEMENT – Bachelor of Applied Science
- FASHION MARKETING & MANAGEMENT – Bachelor of Arts
- FASHION MERCHANDISING – Associate of Applied Science
- GRAPHIC DESIGN — Associate in Applied Science
- INTERIOR DESIGN — Bachelor of Fine Arts
- PROFESSIONAL BAKING & PASTRY – Certificate
- VISUAL COMMUNICATIONS – Bachelor of Fine Arts
- WEB DESIGN & INTERACTIVE MEDIA – Associate in Applied Science, Bachelor of Fine Arts

INSTITUTIONAL ACCREDITATION AND LICENSING

The Art Institute of Michigan is a branch of The Illinois Institute of Art – Chicago and is accredited by the Accrediting Commission of Career Schools and Colleges of Technology (ACC SCT), and by the Higher Learning Commission (HLC) and is a member of the North Central Association, 30 North LaSalle Street, Suite 2400, Chicago, IL 60602, 1-800-621-7440, www.ncahlc.org .

LOCATION

28125 Cabot Drive
Suite 120
Novi, MI 48377
Phone: (800) 479-0087
(248) 675-3800

WEBSITE

<http://www.artinstitutes.edu/detroit>

CORPORATE MEDIA CONTACT:

Mark C. Toth Lesli
Public Relations Specialist
Office: (412) 995-7263
Mobile: (412) 657-8636
mtoth@edmc.edu

DETROIT MEDIA CONTACT:

 e Pardo/Heidi Watson
Marx Layne Public Relations
Office: (248) 855-6777
Mobile: (248) 563-7213
lpardo@marxlayne.com or hwatson@marxlayne.com



**TED BLASHAK
PRESIDENT, THE ART INSTITUTE OF MICHIGAN**

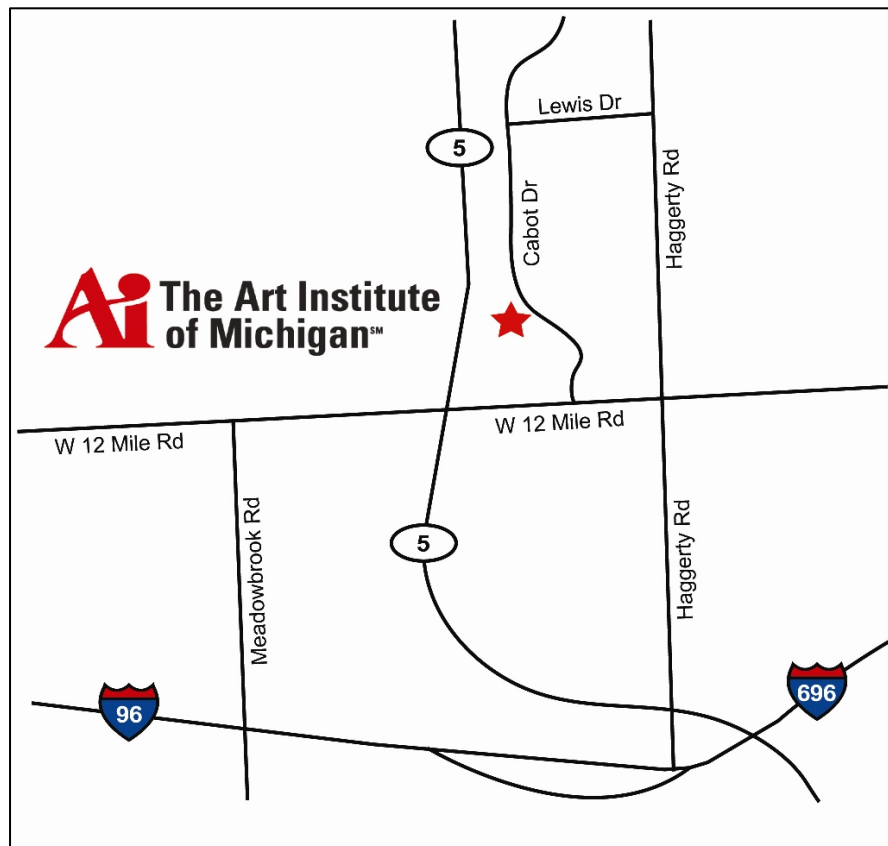
Ted Blashak is president of The Art Institute of Michigan. Prior to joining The Art Institutes, Blashak served in a variety of roles with the Apollo Group Executive Offices, including Vice President, Apollo Campus Services and State Vice President for the group's University of Phoenix, Michigan Campuses. He also taught General & Professional Studies for the University of Phoenix's College of Arts & Sciences and facilitated introductory leadership and management classes for various Apollo leadership programs. Blashak is a member of many professional organizations, including the Detroit Economic Club, American Management Association, and Leadership Detroit. He received an M.A. in Adult Education/Training & Development and a B.A. in Organizational Communication, both from the University of New Mexico. He is currently pursuing an Ed.D. in Educational Leadership from the University of Phoenix.

CORPORATE MEDIA CONTACT:

Mark C. Toth Lesli
Public Relations Specialist
Office: (412) 995-7263
Mobile: (412) 657-8636
mtoth@edmc.edu

DETROIT MEDIA CONTACT:

 e Pardo/Heidi Watson
Marx Layne Public Relations
Office: (248) 855-6777
Mobile : (248) 563-7213
lpardo@marxlayne.com or hwatson@marxlayne.com

**From Bay City and points north:**

Take I-75 South to Hwy 23 South, just south of Flint. Take 96 West to Hwy 5 North. Take the 12 Mile Road exit and turn right. Turn left onto Cabot Drive. Turn left into 28125 Cabot Drive, Suite 120.

From Roseville and points east:

Take I-696 West to Hwy 5 North. Take the 12 Mile Road exit and turn right. Turn left onto Cabot Drive. Turn left into 28125 Cabot Drive, Suite 120.

From Lansing and points west:

Take I-96 East to Hwy 5 North. Take the 12 Mile Road exit and turn right. Turn left onto Cabot Drive. Turn left into 28125 Cabot Drive, Suite 120.

From Toledo and points south:

Take I-75 North to I-275 North. Take Hwy 5 North. Take the 12 Mile Road exit and turn right. Turn left onto Cabot Drive. Turn left into 28125 Cabot Drive, Suite 120.

The Art Institute of Michigan

28125 Cabot Drive
Suite 120
Novi, MI 48377
Phone: (800) 479-0087
(248) 675-3800
Website: <http://www.artinstitutes.edu/detroit>



**The Art Institute
of MichiganSM**

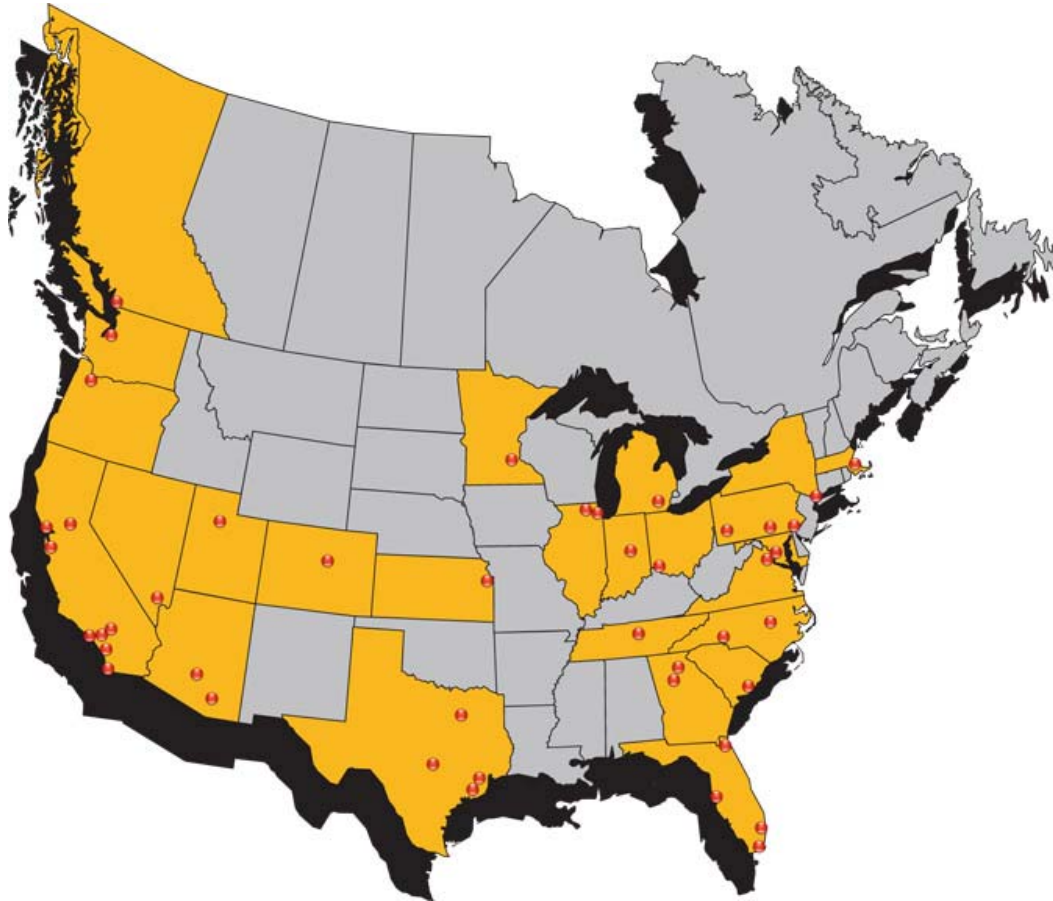
 The Art Institute of MichiganSM

** The Art Institute
of MichiganSM**

CORPORATE MEDIA CONTACT:

Jacquelyn P. Muller
Vice President – Public Relations
The Art Institutes
Office: (412) 995-7262
Mobile: (412) 606-9244
jpmuller@aii.edu

Devra J. Pransky
Sr. Director of Communications
The Art Institutes
Office: (412) 995-7685
Mobile: (412) 657-8413
dpransky@aii.edu



The Art Institutes

The Art Institutes (www.artinstitutes.edu) is a system of over 40 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

School Locations:

Arlington, VA
Atlanta, GA
Austin, TX
Brookline (Boston), MA
Charleston, SC
Charlotte, NC
Chicago, IL
Cincinnati, OH
Dallas, TX
Decatur, GA
Denver, CO
Durham, NC
Fort Lauderdale, FL
Houston, TX (two locations)
Indianapolis, IN

Jacksonville, FL
Lenexa (Kansas City), KS
Henderson (Las Vegas), NV
Los Angeles, CA
Miami, FL
Minneapolis, MN
Nashville, TN
New York, NY
Novi, MI
Philadelphia, PA
Phoenix, AZ
Pittsburgh, PA
Portland, OR
Sacramento, CA
Draper (Salt Lake City), UT

San Bernardino, CA
San Diego, CA
San Francisco, CA
Santa Ana, CA
Santa Monica, CA
Schaumburg, IL
Seattle, WA
Sterling, VA
Sunnyvale, CA
Tampa, FL
Tucson, AZ
Vancouver, BC
York, PA

MEDIA CONTACT

Jacquelyn P. Muller
Vice President – Public Relations
Office: (412) 995-7262
Mobile: (412) 606-9244
jpmuller@aii.edu

Devra J. Pransky
Sr. Director of Communications
Office: (412) 995-7685
Mobile: (412) 657-8413
dpransky@aii.edu

SCHOOL LOCATIONS

The Art Institute of Atlanta ® (Atlanta, GA)
The Art Institute of Atlanta – Decatur (Decatur, GA)
The Art Institute of Austin (Austin, TX)
 A branch of The Art Institute of Houston® (Houston, TX)
The Art Institute of California SM — Hollywood (Los Angeles, CA)
The Art Institute of California SM — Inland Empire (San Bernardino, CA)
The Art Institute of California SM — Los Angeles (Santa Monica, CA)
The Art Institute of California SM — Orange County (Santa Ana, CA)
The Art Institute of California SM — Sacramento (Sacramento, CA)
The Art Institute of California SM — San Diego (San Diego, CA)
The Art Institute of California SM — San Francisco (San Francisco, CA)
The Art Institute of California SM — Sunnyvale (Sunnyvale, CA)
The Art Institute of Charleston SM (Charleston, SC)
 A branch of The Art Institute of Atlanta (Atlanta, GA)
The Art Institute of Charlotte ® (Charlotte, NC)
The Art Institute of Colorado ® (Denver, CO)
The Art Institute of Dallas ® (Dallas, TX)
The Art Institute of Fort Lauderdale ® (Fort Lauderdale, FL)
The Art Institute of Houston ® (Houston, TX)
The Art Institute of Houston – North ® (Houston, TX)
 A branch of The Art Institute of Houston® (Houston, TX)
The Art Institute of Indianapolis SM (Indianapolis, IN) *
The Art Institute of Jacksonville SM (Jacksonville, FL)
 A branch of Miami International University of Art & Design (Miami, FL)
The Art Institute of Las Vegas ® (Henderson, NV)
The Art Institute of Michigan SM (Novi, MI)
The Art Institute of New York City ® (New York, NY)
The Art Institute of Ohio SM — Cincinnati (Cincinnati, OH)**
The Art Institute of Philadelphia ® (Philadelphia, PA)
The Art Institute of Phoenix ® (Phoenix, AZ)
The Art Institute of Pittsburgh ® (Pittsburgh, PA)
The Art Institute of Pittsburgh – Online Division (Pittsburgh, PA)
The Art Institute of Portland ® (Portland, OR)
The Art Institute of Raleigh-Durham SM (Durham, NC)
The Art Institute of Salt Lake City SM (Draper, UT)
The Art Institute of Seattle® (Seattle, WA)
The Art Institute of Tampa SM (Tampa, FL)
 A branch of Miami International University of Art & Design (Miami, FL)
The Art Institute of Tennessee SM — Nashville (Nashville, TN)
 A branch of The Art Institute of Atlanta (Atlanta, GA)
The Art Institute of Tucson SM (Tucson, AZ)
The Art Institute of Vancouver SM, BC
 Burnaby location
 Downtown location
 Dubrulle Culinary Arts location
The Art Institute of Washington ® (Arlington, VA) ***
 A branch of The Art Institute of Atlanta (Atlanta, GA)
The Art Institute of Washington – Northern Virginia ® (Sterling, VA) ***
 A branch of The Art Institute of Atlanta (Atlanta, GA)
The Art Institute of York – Pennsylvania (York, PA)
The Art Institutes International – Kansas City SM (Lenexa, KS)
The Art Institutes International Minnesota SM (Minneapolis)
The Illinois Institute of Art ® — Chicago (Chicago, IL)
The Illinois Institute of Art ® — Schaumburg (Schaumburg, IL)
Miami International University of Art & Design SM (Miami, FL)
The New England Institute of Art ® (Brookline, MA)

* The Art Institute of Indianapolis is regulated by the Indiana Commission on Proprietary Education, 302 W. Washington St., Rm E201, Indianapolis, IN 46204. AC-0080

** The Art Institute of Ohio — Cincinnati, 8845 Governors Hill Drive, Suite 100, Cincinnati, OH 45249-3317, OH Reg # 04-01-1698B

*** Certified by the State Council of Higher Education to operate in Virginia

ENROLLMENT

67,400 students (as of Fall 2008)

AFFILIATION

The Art Institutes (www.artinstitutes.edu) is a system of over 40 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

WEBSITE

<http://www.artinstitutes.edu>

Updated: July 1, 2009

CORPORATE MEDIA CONTACT:

Jacquelyn P. Muller
Vice President – Public Relations
The Art Institutes
Office: (412) 995-7262
Mobile: (412) 606-9244
jpmuller@aii.edu

Devra J. Pransky
Sr. Director of Communications
The Art Institutes
Office: (412) 995-7685
Mobile: (412) 657-8413
dpransky@aii.edu

ABOUT THE ART INSTITUTES

The Art Institutes (www.artinstitutes.edu), a system of over 40 education institutions located throughout North America, is an important source of design, media arts, fashion and culinary arts professionals.

The Art Institutes schools faculty members are not only skilled instructors, but also trained professionals in their fields. Many faculty members have extensive industry experience, in addition to standard academic qualifications.

The Art Institutes operate in Arlington, VA; Atlanta, GA; Austin, TX; Brookline (Boston), MA; Charleston, SC; Charlotte, NC; Chicago, IL; Cincinnati, OH; Dallas, TX; Decatur, GA; Denver, CO; Novi (Detroit), MI (Detroit); Durham, NC; Fort Lauderdale, FL; Houston, TX (two locations); Indianapolis, IN; Jacksonville, FL; Lenexa (Kansas City), KS; Henderson (Las Vegas), NV; Los Angeles (Hollywood), CA; Santa Anna (Orange County), CA; Santa Monica (Los Angeles), CA; Miami, FL; Minneapolis, MN; Nashville, TN; New York, NY; Philadelphia, PA; Phoenix, AZ; Pittsburgh, PA; Portland, OR; Sacramento, CA; Draper (Salt Lake City), UT; San Bernardino, CA; San Diego, CA; San Francisco, CA; Schaumburg, IL; Seattle, WA; Sterling, VA; Sunnyvale, CA; Tampa, FL; Tucson, AZ; Burnaby (Vancouver), BC; and York, PA.

The Art Institutes schools offer a broad range of programs including Audio Production, Culinary Arts, Culinary Management, Fashion Design, Fashion Marketing, Graphic Design, Industrial Design, Web Design & Interactive Media, Interior Design, Media Arts & Animation, Photography, Restaurant Management and Video Production. Not all programs are offered at all schools. The Art Institutes schools work closely with employers to design programs that meet specific industry needs.

The parent company of The Art Institutes, Education Management LLC (<http://www.edmc.com>), with more than 110,800 students (as of October 2008), is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 9Glocations in 28 U.S. states and in Canada. Education Management's educational institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology, legal studies and business fields, culminating in the award of associate's through doctoral degrees. Education Management has provided career-oriented education for over 40 years.

###

Updated: July F, 2009

MEDIA CONTACT:

Jacquelyn P. Muller
Vice President – Public Relations
Office: (412) 995-7262
Mobile: (412) 606-9244
jpmuller@edmc.edu

Education Management LLC (www.edmc.com) is among the largest providers of private post-secondary education in North America, based on student enrollment and revenue, with 92 locations in 28 U.S. states and in Canada. Headquartered in Pittsburgh, Pennsylvania, Education Management LLC (EDMC) employs more than 20,212 faculty and staff and its school systems had a combined enrollment of more than 110,800 students (as of October 2008).

Argosy University (www.argosy.edu) provides graduate and undergraduate degree programs in various fields including clinical psychology, counseling, education, business, and the health sciences. The Art Institutes system of schools (www.artinstitutes.edu) offer various degree and non-degree programs, including master's, bachelor's, associate's, and non-degree programs in the areas of design, media arts, fashion, and culinary arts. Brown Mackie College system of schools (www.brownmackie.edu) offer bachelor's degree, associate's degree, and diploma programs in health sciences, business, information technology, legal studies, and design technologies. South University (www.southuniversity.edu) offers graduate and undergraduate degree programs in various fields including business, legal studies, information technology, and health sciences fields.

EDMC has provided career-oriented education for over 40 years. Faculty members are not only skilled instructors, but also trained professionals in their fields. Many faculty members have extensive industry experience as well as standard academic qualifications.

Argosy University

Argosy University (www.argosy.edu), with 19 campus locations in 13 states, is a private academic institution dedicated to providing undergraduate and graduate degrees to students in a supportive learning environment where academic knowledge is enriched by the acquisition of interpersonal skills vital to success. With one of the largest communities of graduate students in the nation, Argosy University offers doctoral and master's degree programs in psychology, business, counseling, and education. The institution also offers bachelor's degree programs in psychology and business, and associate's degree programs in various health sciences fields. Argosy University is accredited by the Higher Learning Commission and is a member of the North Central Association (NCA) (30 N. LaSalle Street, Suite 2400, Chicago, IL 60602; www.ncahlc.org).

(more)

The Art Institutes

The Art Institutes (www.artinstitutes.edu), a system of over 40 education institutions located throughout North America, is an important source of design, media arts, fashion and culinary arts professionals.

The Art Institutes schools offer a broad range of programs including: Audio Production, Computer Animation, Culinary Arts, Culinary Management, Fashion Design, Fashion Marketing, Graphic Design, Industrial Design Technology, Web Design & Interactive Media, Interior Design, Media Arts & Animation, Photography, Restaurant Management, and Video Production. Not all programs are offered at all schools.

Brown Mackie College

With 22 school locations, the Brown Mackie College family of schools (www.brownmackie.edu) offers bachelor's degree, associate's degree, certificate and diploma programs in health sciences, business, information technology, design, and legal studies. Its academic programs include Medical Assisting, Practical Nursing, Occupational Therapy Assistant, Physical Therapist Assistant, Business Management, Accounting Technology, Computer Applications, Computer Programming & Applications, Electronics, Paralegal, Criminal Justice, Audio/Video Production, and Computer-Aided Design & Drafting Technology.

South University

South University (www.southuniversity.edu) is a six-campus institution that has used a combination of a diverse curriculum, an educational delivery that focuses on the student, and a teaching philosophy that blends the academic with the practical to meet the needs of a wide variety of students. Campuses are located in Savannah, GA; Montgomery, AL; Columbia, SC; Tampa, FL; Richmond, VA ; and West Palm Beach, FL.

On all six campuses, South University is divided into the College of Arts and Sciences, College of Business, College of Health Professions, College of Nursing and the School of Pharmacy. In 2003, South University became the only proprietary institution accredited at the doctoral level by the Southern Association of Colleges and Schools. The South University School of Pharmacy in Savannah, offering the Doctor of Pharmacy degree, is the first proprietary pharmacy school to be granted accredited status by the American Council on Pharmaceutical Education.

Western State University College of Law

Western State University College of Law (www.wsulaw.edu) was founded in 1966 and is the oldest law school in Orange County with more than 10,000 alumni. Located in the heart of Southern California, Western State University offers both full- and part-time programs, taught by a dedicated and highly motivated faculty who serve as scholars and mentors both inside and outside of the classroom.

EDMC schools strive to work closely with employers to design programs that meet specific industry needs. Each EDMC school is licensed by the state in which it is located and is authorized to confer its respective doctoral, master's, bachelor's, associate's and certificate level programs.