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May 21, 2007

As the arts community in the Salt Lake City region 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 Salt Lake City.

The Art Institute of Salt Lake City, scheduled to begin classes in August 2007, is one of The Art Institutes, with 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 Salt Lake City will offer a Bachelor of Arts program in Interior Design; Bachelor of Science programs in Culinary Management, Digital Media Production, Graphic Design, and Interactive Media Design; Associate of Science programs in Baking & Pastry, Culinary Arts, and Graphic Design; and Diploma programs in The Art of Cooking, and Baking & Pastry. Its location in metropolitan Salt Lake City will afford students the opportunity to volunteer for civic organizations and enjoy all the culture and excitement a large city has to offer.

The Art Institute of Salt Lake City 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 skilled graduates to successfully enter into the 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 Dr. Darren Adamson, president of The Art Institute of Salt Lake City. Dr. Adamson is available to the media to discuss the importance of the community to The Art Institute; 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](mailto:jpmuller@edmc.edu); or Aimee Edwards of The Intrepid Group at (801) 481-9482, [aedwards@intrepidpr.com](mailto:aedwards@intrepidpr.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,

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

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## **THE NEW ART INSTITUTE OF SALT LAKE CITY TO BEGIN OFFERING CLASSES IN AUGUST 2007**

(SALT LAKE CITY – May 21, 2007) The Art Institutes today announced the addition of The Art Institute of Salt Lake City to its system of schools in August 2007.

With its first day of class slated for August 16, 2007, The Art Institute of Salt Lake City will occupy approximately 38,000 square feet at 121 West Election Drive in Draper, Utah. The Art Institute of Salt Lake City will begin enrolling students immediately.

“The Art Institute of Salt Lake City will offer curricula that complement the demand for arts education in this region,” says John Mazzoni, president of The Art Institutes. “The number one focus for The Art Institutes has always been to prepare graduates to enter careers in arts, design, culinary, and fashion fields, and we are confident that the school will enable students to achieve their professional aspirations while making a meaningful contribution to their communities.”

Initially, The Art Institute of Salt Lake City will offer bachelor’s degree programs in Culinary Management, Digital Media Production, Graphic Design, Interactive Media Design, and Interior Design; associate’s degree programs in Baking & Pastry, Culinary Arts, and Graphic Design; and diploma programs in Baking & Pastry, and The Art of Cooking.

“Our aim is to become an integral part of the educational landscape here,” says Dr. Darren Adamson, newly appointed president of The Art Institute of Salt Lake City. “Our academic programs are selected to meet the growing needs of employers in the market we serve.”

For information on classes at The Art Institute of Salt Lake City, call (800) 978-0096 or visit the school’s website at [www.artinstitutes.edu/saltlakecity](http://www.artinstitutes.edu/saltlakecity).

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*The Art Institute of Salt Lake City is accredited by the Accrediting Commission of Career Schools and Colleges of Technology (ACC SCT) as a branch of The Art Institute of Las Vegas.*

*The Art Institutes is a system of 35 locations throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals. The Art Institutes system of schools has provided career-oriented education programs for more than 40 years.*

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**PRESIDENT**

Dr. Darren Adamson

**ABOUT THE ART INSTITUTE OF SALT LAKE CITY**

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

**ACADEMIC PROGRAMS OFFERED**

- THE ART OF COOKING – Diploma
- BAKING & PASTRY – Associate of Science, Diploma
- CULINARY ARTS – Associate of Science
- CULINARY MANAGEMENT – Bachelor of Science
- DIGITAL FILMMAKING & VIDEO PRODUCTION – Bachelor of Science
- GRAPHIC DESIGN — Bachelor of Science, Associate of Science
- INTERIOR DESIGN — Bachelor of Arts
- WEB DESIGN & INTERACTIVE MEDIA — Bachelor of Science

**INSTITUTIONAL ACCREDITATION**

The Art Institute of Salt Lake City is accredited by the Accrediting Commission of Career Schools and Colleges of Technology (ACCSC) as a branch of The Art Institute of Las Vegas.

**LOCATION**

The Art Institute of Salt Lake City

121 West Election Road

Draper, UT 84020

Phone: (801) 601-4700

(800            ) 978-0096

**WEBSITE**

[www.artinstitutes.edu/saltlakecity](http://www.artinstitutes.edu/saltlakecity)

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**DR. DARREN ADAMSON  
PRESIDENT, THE ART INSTITUTE OF SALT LAKE CITY**

Dr. Darren Adamson is president of The Art Institute of Salt Lake City. Prior to joining The Art Institutes, Dr. Adamson served as president of Argosy University/Inland Empire in San Bernardino, CA, and Vice President/Campus Director of the Colorado and Cheyenne Campuses of the University of Phoenix, as well as an instructor with the university. He also worked as a research associate at Brigham Young University and the University of Utah Gerontology Center, taught as an adjunct professor of child and family studies at Weber State University, and had a private practice in marital, family, and individual psychotherapy. Dr. Adamson received his PhD in Marriage and Family Therapy and Master of Science in Marriage and Family Therapy from Brigham Young University.

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**From Salt Lake City and Points North**

Take I-15 South to 12300 South, Exit 291. Turn right onto W 12300 S. going west. Turn right onto Lone Peak Parkway. Turn right onto W. Election Road. Turn right into 121 W. Election Road.

**From Provo and Points South**

Take I-15 North to 12300 South, Exit 291. Turn left onto W 12300 S. going west. Turn right onto Lone Peak Parkway. Turn right onto W. Election Road. Turn right into 121 W. Election Road.

**The Art Institute of Salt Lake City**

121 West Election Road  
Draper, Utah 84020-9492  
Phone: (801) 601-4700  
[www.artinstitutes.edu/saltlakecity](http://www.artinstitutes.edu/saltlakecity)



**The Art Institute  
of Salt Lake City<sup>SM</sup>**

*A branch of The Art Institute of Las Vegas*



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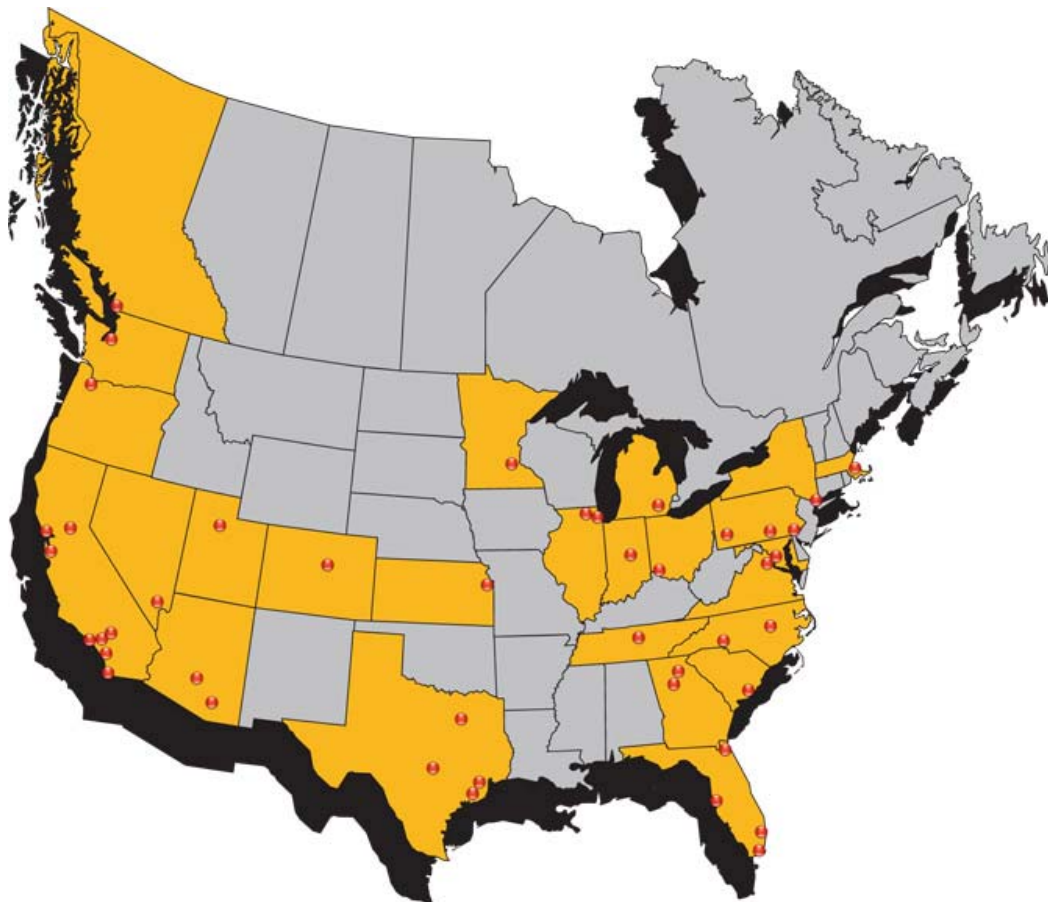
**The Art Institute  
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**The Art Institutes**

The Art Institutes ([www.artinstitutes.edu](http://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

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**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**

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**WEBSITE**

<http://www.artinstitutes.edu>

*Updated: July 1, 2009*

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**ABOUT THE ART INSTITUTES**

The Art Institutes ([www.artinstitutes.edu](http://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.

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Updated: Jul<sup>^</sup> F, 2009

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Education Management LLC ([www.edmc.com](http://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](http://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](http://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](http://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](http://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](http://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](http://www.ncahlc.org)).

(more)

### **The Art Institutes**

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### **Brown Mackie College**

With 22 school locations, the Brown Mackie College family of schools ([www.brownmackie.edu](http://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](http://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](http://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.