



June 30, 2010

As the creative arts community and regional economy in greater Milwaukee 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 Wisconsin.

The Art Institute of Wisconsin is scheduled to begin classes in October 2010. The school is one of The Art Institutes, a system of more than 45 locations across North America, providing an important source of design, media arts, culinary arts, and fashion professionals to the marketplace.

Initially, The Art Institute of Wisconsin will offer bachelor's degree programs in Advertising, Digital Filmmaking & Video Production, Fashion Marketing, Graphic Design, Interior Design, Media Arts & Animation, and Web Design & Interactive Media; and associate's degree program in Graphic Design.

The new school's location in Milwaukee's Historic Third Ward district will offer students a dynamic environment in which to study quality creative arts disciplines – and enjoy all the culture and excitement a vibrant metropolitan area has to offer.

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

I encourage you to review the enclosed media kit. Also, I would like to request an opportunity for you to meet William A. Johnson, President of The Art Institute of Wisconsin. Mr. Johnson, a Menominee Falls native, is available to discuss the importance of the community to The Art Institute of Wisconsin; the school's strengths, mission, people and programs; and plans for future growth and development. He also can provide you with information on featured faculty and much more.

We will contact your news outlet over the next several weeks to arrange a possible meeting. In the meantime, please do not hesitate to contact me at (412) 995-7263, mtoth@edmc.edu; or John Gardner of Zeppos & Associates at (414) 276-6237, jgardner@zeppos.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,

Mark C. Toth
Director of Public Relations – New Schools

Enclosure
c.c. Evan Zeppos, Zeppos & Associates

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**MILWAUKEE BECOMES HOME
TO NEW LOCATION OF THE ART INSTITUTES**

The Art Institute of Wisconsin Slated to Begin Classes in October 2010

(MILWAUKEE – June 30, 2010) The Art Institutes today announced the opening of a new school, The Art Institute of Wisconsin, which will hold its first day of classes on October 4, 2010.

The Art Institute of Wisconsin, the school system's first location in the state, will occupy approximately 35,000 square feet of remodeled space at the P.H. Dye House at 320 East Buffalo Street in Milwaukee's Historic Third Ward district. The school is enrolling students now.

"The Art Institutes system of schools is attracted to regions which share an enthusiasm for the creative arts, and Wisconsin is no exception," says John Mazzoni, President of The Art Institutes. "We believe that Milwaukee has a growing and evolving economy that complements the academic offerings The Art Institute of Wisconsin will provide students who are pursuing a creative arts career."

Initially, The Art Institute of Wisconsin will offer bachelor's degree programs in Advertising, Digital Filmmaking & Video Production, Fashion Marketing, Graphic Design, Interior Design, Media Arts & Animation, and Web Design & Interactive Media; and an associate's degree program in Graphic Design.

"We are delighted to open our doors to prospective students this fall," says William A. Johnson, newly-appointed president of The Art Institute of Wisconsin. "Our aim is to develop the school as a leading creative arts destination in Wisconsin, and to be a collaborative educational partner with the communities we will proudly serve."

Johnson, a Menominee Falls resident, previously served as president of The Art Institutes schools in Minneapolis (The Art Institutes International Minnesota), Phoenix (The Art Institute of Phoenix), and North Hollywood, CA (The Art Institute of California – Hollywood).

Johnson adds: "The increased number of people working at and attending The Art Institute of Wisconsin will have a significant and positive impact in the Third Ward and among our neighbors. We look forward to being a member of the Third Ward community."

For more information about The Art Institute of Wisconsin, call (877) 285-4234 or visit www.artinstitutes.edu/milwaukee.

The Art Institute of Wisconsin is accredited by the Accrediting Council for Independent Colleges and Schools to award bachelor's and associate's degrees. The Accrediting Council for Independent Colleges and Schools is listed as a nationally recognized accrediting agency by the United States Department of Education and is recognized by the Council for Higher Education Accreditation. ACICS can be contacted at 750 First Street NE, Suite 980, Washington, D.C. 20002. Telephone: 1-202-336-6780.

The Art Institute of Wisconsin is authorized by the Wisconsin Educational Approval Board (30 West Mifflin Street, 9th floor, Madison, WI 53708-8696; <http://eab.state.wi.us/default.asp>).

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PRESIDENT

William A. Johnson

ABOUT THE ART INSTITUTE OF WISCONSIN

- The Art Institute of Wisconsin is one of The Art Institutes, a system of more than 45 educational institutions located across North America.
- The Art Institutes schools provide programs in design, media arts, culinary arts, and fashion.
- The Art Institute of Wisconsin was founded in 2010 and will occupy approximately 35,000 square feet of classrooms, computer labs, library, and office space in the remodeled P.H. Dye House in Milwaukee's Third Ward neighborhood.

PROGRAM OFFERINGS

Bachelor of Arts

- Advertising
- Digital Filmmaking & Video Production
- Fashion Marketing
- Graphic Design
- Interior Design
- Media Arts & Animation
- Web Design & Interactive Media

Associate of Applied Science

- Graphic Design

ACCREDITATION & STATE LICENSING INFORMATION

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LOCATION

The Art Institute of Wisconsin
320 East Buffalo Street, Suite 100
Milwaukee, WI 53202
Phone: (877) 285-4234

WEB SITE

www.artinstitutes.edu/milwaukee



The Art Institute of Wisconsin™

LEADERSHIP PROFILE

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**WILLIAM A. JOHNSON
PRESIDENT
THE ART INSTITUTE OF WISCONSIN**

William A. Johnson, Menominee Falls resident, is President of The Art Institutes of Wisconsin. Johnson brings over 25 years of finance, sales, operations, and management experience to his role as President. He recently served as President of The Art Institutes International Minnesota in Minneapolis. Prior to his appointment in Minnesota, he served as President of The Art Institute of Phoenix where he led the college to improved enrollment growth and operating success. Prior to joining EDMC in June 2005 as President of The Art Institute of California – Hollywood, Johnson served in a variety of roles with other colleges and companies in higher education management.

Johnson earned his bachelor's degree from the University of Arizona and holds a master's degree in Public Administration from Arizona State University.

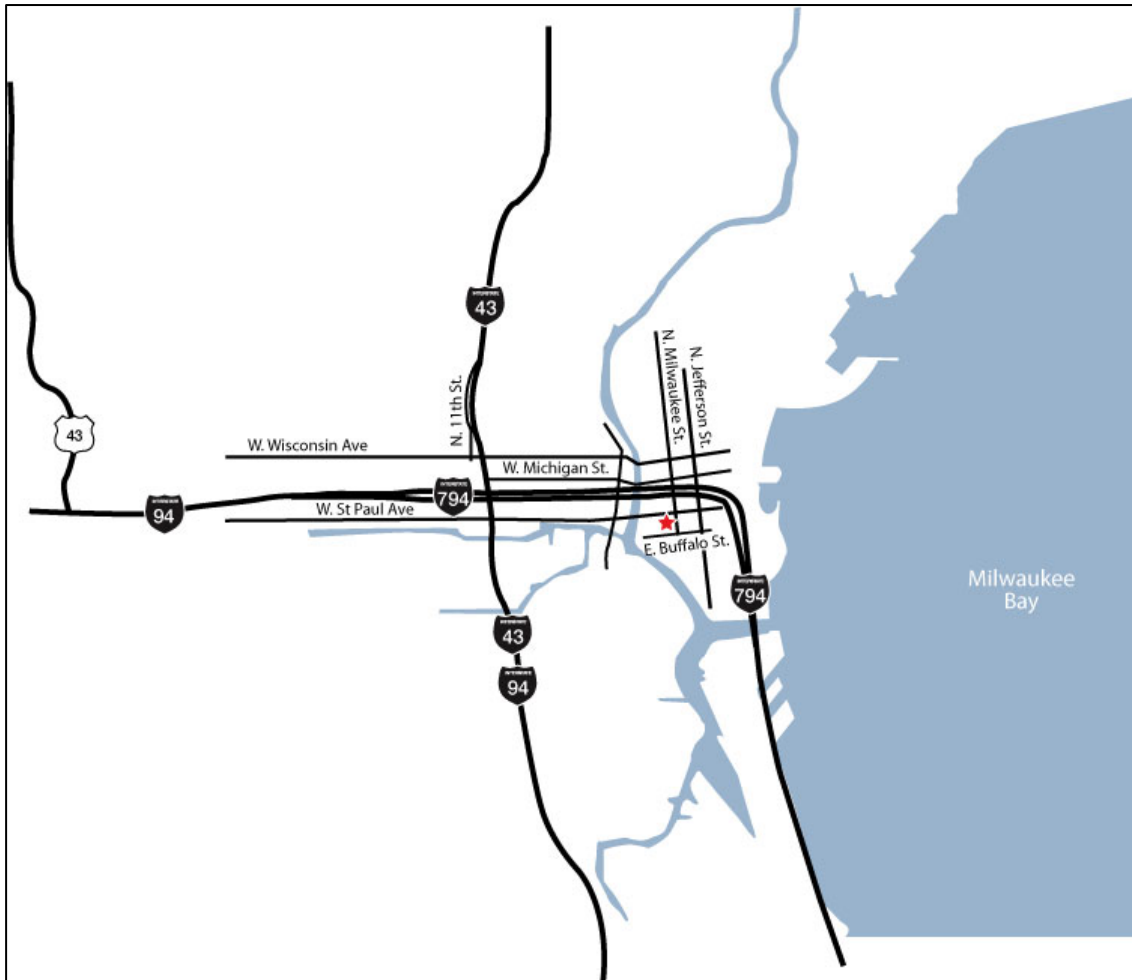


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From North (Green Bay, Sheboygan)

Take I-43 S to exit 72E for Highland Ave/11th Street. Merge onto N 11th Street. Turn left at W Wisconsin Avenue. Turn right at N Milwaukee Street. Turn right at the 2nd cross street onto E Buffalo St.

From South (Waukegan, Kenosha, Racine)

Take I-94 W/US-41 N. Take exit 310C for I-794 E toward Lakefront. Keep right at the fork to continue toward N Plankinton Avenue. Take exit 1D to merge onto N Plankinton Avenue. Turn right at E Michigan Street. Take the 1st right onto N Water Street. Turn left at E Buffalo Street.

From West (Madison)

Take I-94 E to I-794 E. Take exit 1F on the left toward Lakefront. Take slight right toward E St Paul Avenue. Take the 1st right onto E St Paul Avenue. Take the 1st left onto N Jefferson Street. Take the 1st right onto E Buffalo Street.

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Milwaukee, WI 53202

Phone: (877) 285-4234

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**The Art Institute
of Wisconsin™**

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WHO WE ARE

The Art Institutes (www.artinstitutes.edu), a system of more than 45 education institutions located throughout North America, is an important source of design, media arts, fashion, and culinary arts professionals. Led by President John M. Mazzoni, each school within The Art Institutes system is licensed by the state in which it is located and accredited by accrediting bodies recognized by the U.S. Department of Education.

The Art Institutes system of schools extends back to 1921, when The Art Institute of Pittsburgh opened its doors. In 1970, Education Management Corporation (EDMC) acquired the school and has served as the parent company of The Art Institutes ever since. EDMC is among the largest providers of private post-secondary education in North America, based on student enrollment and revenue. Founded in 1962, EDMC is headquartered in Pittsburgh.

WHERE WE EDUCATE

The Art Institutes schools are located in these cities:

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

The Art Institutes schools also offers many programs online.



QUALITY

What We Do

The Art Institutes 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 offer programs in a variety of formats – including traditional classroom work, online learning, night and weekend programs, and study abroad opportunities. In addition, The Art Institutes sponsor a variety of art competitions each year, including programs focused on fashion design, graphic design, and film.



COMMUNITY

How Our Students are Making a Difference

Faculty members of The Art Institutes schools are not only skilled instructors, but also trained professionals in their fields, enabling students to graduate from the program with skills necessary to pursue rewarding careers in a highly-competitive industry. To allow students to sharpen their creative skills outside the classroom, The Art Institutes also coordinate a number of innovative programs – from the “Cool vs. Cruel” fashion design competition to a national “Web Raising” project, in which students create dozens of websites for not-for-profit organizations providing services in the arts, the environment, social programs, and education.



GROWTH

Who We Educate

With a collective enrollment of 76,500 students as of Fall 2009, The Art Institutes schools continue strong enrollment and geographic growth as students seek a respected program in design, media arts, fashion, culinary arts, and more. To expand its reach to more students and honor the service of our nation's veterans, The Art Institutes are actively working with the U.S. Department of Veterans Affairs in the “Yellow Ribbon” reduced tuition program, part of the post-9/11 G.I. Bill.

CONTACT

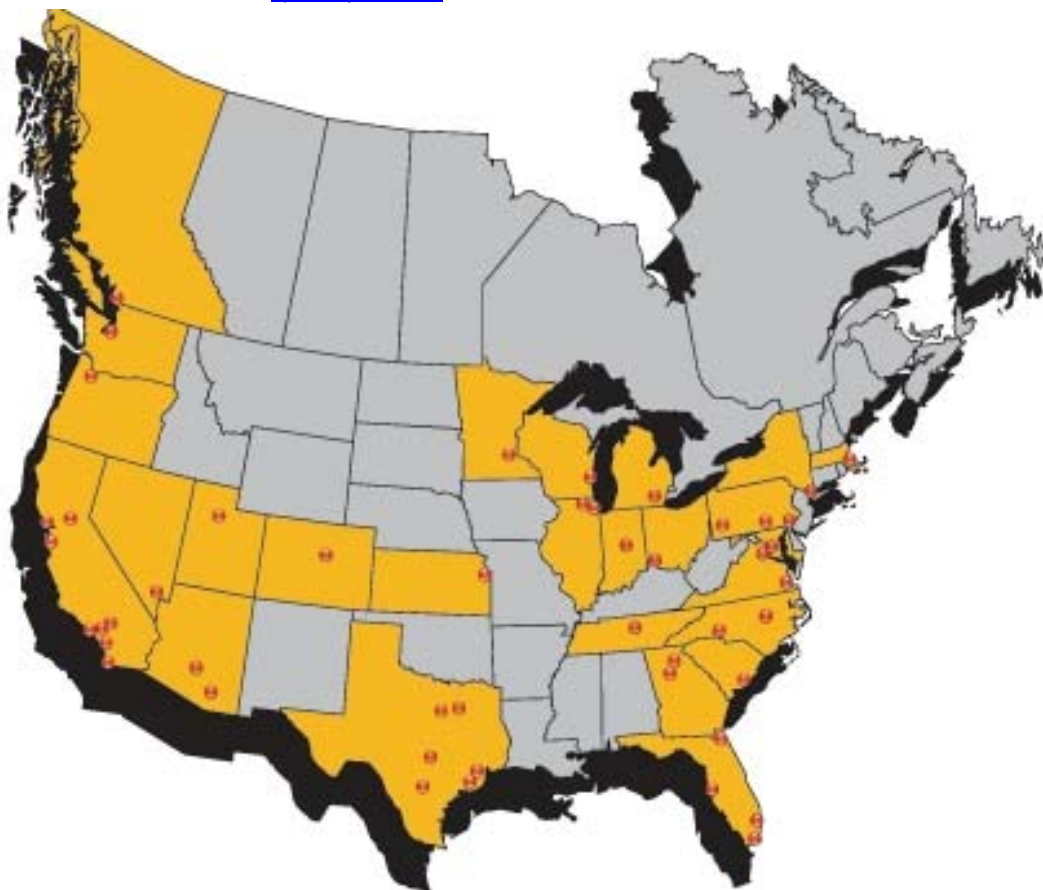
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School Locations:

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
Fort Worth, TX
Houston, TX (two locations)
Indianapolis, IN

Jacksonville, FL
Lenexa (Kansas City), KS
Henderson (Las Vegas), NV
Los Angeles, CA
Miami, FL
Milwaukee, WI
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 Antonio, TX
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
Virginia Beach, VA
York, PA