



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; or Aimee Edwards of The Intrepid Group at (801) 481-9482, 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