

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

CALIFORNIA MEDIA CONTACT:
Alicia Balkrishna
Landis Communications
Office: (415) 359-2316
alicia@landispr.com

EDUCATION MANAGEMENT LLC ANNOUNCES THE OPENING OF THE ART INSTITUTE OF CALIFORNIA – SUNNYVALE *Silicon Valley's New Creative Arts School Opening March 2008*

(SUNNYVALE, Calif. – January 10, 2008) Education Management LLC (EDMC) today announces the addition of The Art Institute of California – Sunnyvale to its Art Institutes system of schools, to create a new opportunity for Bay Area students to earn bachelor and associate degrees in culinary, fashion and design fields.

With its first day of classes planned for March 31, 2008, The Art Institute of California – Sunnyvale will occupy approximately 53,000 square feet at 1120 Kifer Road in Sunnyvale, in the heart of California's Silicon Valley region. The school will begin enrolling students immediately.

"We are delighted by the prospect of the arrival of an Art Institute school as the newest destination for a creative arts education in Silicon Valley," said John Mazzoni, president of The Art Institutes. "The school's culinary, design, and fashion programs will offer innovative, career-oriented instruction, setting students on a promising track to succeed in their chosen professions."

Initially, The Art Institute of California – Sunnyvale will offer bachelor's degree programs in Culinary Management, Digital Filmmaking & Video Production, Fashion Marketing and Management, Graphic Design, Interior Design, and Web Design & Interactive Media; and associate's degree programs in Culinary Arts, Graphic Design, and Web Design & Interactive Media.

"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," said Daniel Cardenas, newly appointed president of The Art Institute of California – Sunnyvale.

The school will join seven existing Art Institutes campuses in California, located in Sacramento (The Art Institute of California – Sacramento); San Francisco (The Art Institute of California – San Francisco); Los Angeles (The Art Institute of California – Los Angeles and California Design College);

Santa Ana (The Art Institute of California – Orange County); San Bernardino (The Art Institute of California – Inland Empire); and San Diego (The Art Institute of California – San Diego).

For information on classes at The Art Institute of California – Sunnyvale, call (866) 583-7961 or visit the school's website at <http://www.artinstitutes.edu/sunnyvale>.

###

The Art Institute of California – Sunnyvale is one of The Art Institutes (www.artinstitutes.edu), a system of over 40 education institutions located 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 LLC (<http://www.edmc.com>), with approximately 96,000 students as of the fall of 2007, is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 83 locations in 26 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.