

NATIONAL AMERICAN UNIVERSITY HOLDINGS, INC.

NATIONAL AMERICAN UNIVERSITY HOLDINGS, INC. ANNOUNCES THE DEVELOPMENT OF A COMMUNITY COLLEGE ADVISORY BOARD

Rapid City, South Dakota, January 4, 2012 — National American University Holdings, Inc. (the “Company”) (NASDAQ: NAUH), which through its wholly owned subsidiary operates National American University (“NAU”), a regionally accredited, proprietary, multi-campus institution of higher learning, today announced that NAU has developed a Community College Advisory Board consisting of nationally renowned members to strengthen its relationships with community colleges.

NAU has been a longtime supporter of community college education for over 20 years with a number of community college presidents and other constituents serving on the university’s board of trustees. The university also shares many of the same values as community colleges in terms of an open door policy, focusing most importantly on student learning and student success. The university is committed to enhance partnerships that promote community college excellence and support student learning and completion.

The Community College Advisory Board will serve as an advisory and decision-making group under the direction of the Chair of the Board, Dr. John E. Roueche, on matters related to the university’s academic programs, services and initiatives related to community colleges. Dr. Roueche holds the Sid Richardson Regents Chair at the University of Texas at Austin, where he directs the Community College Leadership Program and is a nationally recognized authority in community college education.

“NAU provides a caring and supporting learning environment focused on working with all students to help provide them the opportunity to achieve their educational goals,” said Dr. Samuel D. Kerr, Provost for National American University. “This is a vision shared with community colleges and we are excited about the opportunity to build partnerships to meet the academic needs of students.”

The Community College Advisory Board will meet quarterly to assist in building alliances to meet the needs of community college students and staff based on the mission and core values of NAU. These responsibilities include the development of strategic alliances with community colleges.

The members of the Advisory Board include: Dr. John E. Roueche; Dr. George R. Boggs, President CEO Emeritus of the American Association of Community Colleges; Dr. Donald W. Cameron, President Emeritus of Guilford Technical Community College; Dr. Gerardo E. de los Santos, President and Chief Executive Officer League for Innovation in the Community College; Dr. Terry O’Banion, President Emeritus and Senior League Fellow, League for Innovation in the Community College and Senior Advisor, Higher Education Programs, Walden University; Dr. Jerry Sue Thornton, President of Cuyahoga Community College; and Dr. Margaretta Brédé Mathis; NAU Provost, Dr. Samuel D. Kerr, and the President of Online Learning, Dr. Robert Paxton, will serve as ex-officio members and as internal resources for the board.

About National American University Holdings, Inc.

National American University Holdings, Inc., through its wholly owned subsidiary, operates National American University (“NAU”), a regionally accredited, proprietary, multi-campus institution of higher learning offering associate, bachelor’s, and master’s degree programs in health care and business-related disciplines. Accredited by The Higher Learning Commission and a member of the North Central Association of Colleges and Schools, NAU has been providing technical and professional career education since 1941. NAU opened its first campus in Rapid City, South Dakota, and has since grown to multiple locations throughout the central United States. In 1998, NAU began offering online courses. Today, NAU offers degree programs in traditional, online, and hybrid formats, which provides students increased flexibility to take courses at times and places convenient to their busy lifestyles.

Forward Looking Statements

This press release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 regarding the Company's business. Statements made in this release, other than those concerning historical financial information, may be considered forward-looking statements, which speak only as of the date of this release and are based on current beliefs and expectations and involve a number of assumptions. These

forward-looking statements include outlooks or expectations for earnings, revenues, expenses or other future financial or business performance, strategies or expectations, or the impact of legal or regulatory matters on business, results of operations or financial condition. Specifically, forward-looking statements may include statements relating to the future financial performance of the Company; the ability to continue to receive Title IV funds; the growth of the market for the Company's services; expansion plans and opportunities; consolidation in the market for the Company's services generally; and other statements preceded by, followed by or that include the words "estimate," "plan," "project," "forecast," "intend," "expect," "anticipate," "believe," "seek," "target" or similar expressions. These forward-looking statements involve a number of known and unknown risks and uncertainties or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by those forward-looking statements. Other factors that could cause the Company's results to differ materially from those contained in its forward-looking statements are included under, among others, the heading "Risk Factors" in the Company's Annual Report on Form 10-K, which was filed on August 5, 2011, and in its other filings with the Securities and Exchange Commission. The Company assumes no obligation to update the information contained in this release.

Contact Information:

National American University Holdings, Inc.

Dr. Ronald Shape
605-721-5220

rshape@national.edu

Investor Relations Counsel

The Equity Group Inc.

Carolyne Yu
212-836-9610

cyu@equityny.com

Adam Prior

212-836-9606

aprior@equityny.com