

NATIONAL AMERICAN UNIVERSITY HOLDINGS, INC.

NATIONAL AMERICAN UNIVERSITY HOLDINGS, INC. ANNOUNCES LAUNCH OF COLLEGE OF MILITARY STUDIES

Rapid City, South Dakota, June 1, 2017 — National American University Holdings, Inc. (the “Company”) (**NASDAQ: NAUH**), which through its wholly owned subsidiary operates National American University (“NAU” or the “University”), a regionally accredited, proprietary, multi-campus institution of higher learning, today announced the launch of the University’s College of Military Studies.

NAU has proudly served military students since its founding in 1941. Building upon the University’s commitment to exceptional student service, the College of Military Studies brings military students and NAU’s general academic programming together to allow NAU to better serve their specific academic and support needs.

Ronald L. Shape, Ed.D., President and Chief Executive Officer of the Company, stated, “With the launch of the College of Military Studies, we are pleased to expand our dedication to our military student population who face a different set of challenges from our traditional students. Military service is complex, self-sacrificing and demanding. Service members and their families are faced with extended deployments, temporary duty assignments and frequent permanent change of station moves, all while trying to maintain a stable household and obtain an education during their free time. Given these constraints, a traditional education oftentimes is not a viable option for service members. Staff at the College of Military Studies understand and recognize all the complexities and demands placed on service members and their families, as the majority of them are veterans who have served themselves. Our mission is to help military students fully understand their options during the admissions process and to offer a complete support system as they pursue their educational goals in an experience that is specifically designed for their lifestyle.”

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, master’s, and doctoral degree programs in technical and professional disciplines. Accredited by the Higher Learning Commission, 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 provide students increased flexibility to take courses at times and places convenient to their busy lifestyles.

Contact Information:

National American University Holdings, Inc.

Dr. Ronald Shape

605-721-5220

rshape@national.edu

Investor Relations Counsel

The Equity Group Inc.

Carolyne Y. Sohn

415-568-2255

csohn@equityny.com

Adam Prior

212-836-9606

aprior@equityny.com