

# NATIONAL AMERICAN UNIVERSITY HOLDINGS, INC.

## **NATIONAL AMERICAN UNIVERSITY HOLDINGS, INC. ANNOUNCES DEVELOPMENT OF ROUECHE GRADUATE CENTER**

### **Reknown Education Professional John E. Roueche to Serve as President of the Center**

**Rapid City, South Dakota, May 29, 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 the development of the Roueche Graduate Center.

The Roueche Graduate Center will be located in Austin, Texas, and will house the university’s Harold D. Buckingham Graduate School. The location of the graduate center will be separate from the university’s three other locations and will mark the Company’s fourth site in the Austin area. Currently the university offers the following graduate degrees: Master of Business Administration, Master of Management, and Master of Science in Nursing. The university is in the process of pursuing additional graduate programming, including potential doctoral programs.

The Roueche Graduate Center will be led by Dr. John E. Roueche, who will retire from his position as Director of the Community College Leadership Program (CCLP) and Sid W. Richardson Regents Chair at The University of Texas at Austin to join National American University (NAU). He will begin his role as President of the Roueche Graduate Center effective July 1, 2012.

“NAU remains committed to offering quality academic programming at the graduate level, and the development of the Roueche Graduate Center will allow us to continue to do so as well as pursue additional graduate opportunities,” said Dr. Ronald Shape, Chief Executive Officer of the Company. “To have Dr. Roueche, who is well known in graduate education, lead our efforts is an excellent opportunity for the university. I look forward to seeing more students graduate and succeed under his leadership in our existing master’s programs as well as in our future developing graduate programs.”

Dr. Roueche currently chairs NAU’s Community College Advisory Board, which serves as an advisory and decision-making group on matters related to the university’s academic programs, services and initiatives related to community and technical colleges. Dr. Roueche joins NAU after 42 years as Director of CCLP, a program that has earned the reputation of preparing more community college chancellors, presidents, vice presidents, and administrators than any other program in the country. He also is “father” to the National Institute for Staff and Organizational Development (NISOD), which convenes the annual International Conference on Teaching & Learning Excellence. NISOD has been serving, engaging, and inspiring higher education faculty, staff and administrators for more than three decades – providing professional development opportunities and experiences to community and technical colleges in the U.S. and abroad.

Dr. Roueche is a nationally recognized authority in community college education, having written 35 books and over 150 chapters and articles. He has spoken to more than 1300 community colleges and universities since 1970. Dr. Roueche stated, “I am elated at the opportunity to help build an atmosphere of academic excellence for students pursuing their graduate degrees. I feel that the university stands for many of the same principles that I have had during my entire career, that is, expanding the possibilities for people to succeed through furthering their education.”

## **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 provide 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](mailto:rshape@national.edu)

Investor Relations Counsel

**The Equity Group Inc.**

Carolyne Yu

212-836-9610

[cyu@equityny.com](mailto:cyu@equityny.com)

Adam Prior

212-836-9606

[aprior@equityny.com](mailto:aprior@equityny.com)

###