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Inquires: media@phoenix.edu**FOR IMMEDIATE RELEASE****CELEBRATING 30 YEARS OF INNOVATION AND EDUCATION
—University of Phoenix marks milestone with unique scholarship program—**

PHOENIX, AZ., September 1, 2006 – Starting this month, University of Phoenix- the institution that pioneered degree programs for working adults and propelled online degree programs into the mainstream of higher education- will celebrate its 30th anniversary. The University has established a unique scholarship program to mark this milestone, allowing its many successful alumni the opportunity to help somebody else realize the dream of a college degree. The “University of Phoenix, Paying it Forward” scholarship program will give alumni the opportunity to nominate someone they know who would benefit personally or professionally by earning a college degree. The University will then select 30 recipients of the full-tuition scholarship to pursue a bachelor’s degree at the University of Phoenix in a program of their choosing.

A commemorative website has been created at <http://30years.phoenix.edu> in connection with the 30-year celebration.

Since its founding in 1976, more than a quarter-million students from virtually every corner of the globe have graduated from the University, furthering its aim of broadening access to education through the use of technology and adult-based learning models.

“Throughout our 30-year history, University of Phoenix has provided the technology, scheduling and coursework to inspire our working students to improve their lives with a college degree,” said Brian Mueller, president of University of Phoenix’s parent company Apollo Group, Inc. “Our success as an organization has always been built on individual student success stories, and the University will continue to innovate on behalf of working students everywhere.”

University of Phoenix was established in 1976 by Dr. John Sperling to meet a growing need for learning opportunities that were sensitive to the learning characteristics and schedules of busy working adults. Since then, the school has pioneered new approaches to curriculum and teaching, including providing extensive student support throughout all steps of the college experience; hiring faculty practitioners who have real-world work experience, in addition to strong academic credentials; offering classes online so that students can attend class and complete coursework at times that are convenient to their schedules; and providing learning materials electronically through rEsource, the University of Phoenix’s platform for delivering electronic course materials and services. The rEsource platform includes access to the University’s vast online library, one of the most comprehensive digital collections available with numerous subscription databases containing over 27,000 periodicals, as well as dissertations, conference proceedings, financial reports, and key reference books. The rEsource platform also includes the over 400-volume eBook collection and simulations that allow students to practice decision-making in a safe environment.

“While the country’s economy and higher education climate have changed significantly over the last few decades, University of Phoenix’s mission has remained constant, and that is to meet the education needs of our working students. We’ve developed technologies and learning models to make sure we deliver on that promise with every student,” said Dr. John Sperling, the University’s founder and Acting Executive Chairman of the Board.

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At its start, the University offered 12 undergraduate degree programs. The school's 250,000 current students can choose from 126 degree programs, including masters and doctorates. Throughout its history, the University's offerings have been carefully selected to mirror the demands of the American economy.

University of Phoenix, working in the service of the nation for 30 years, has a mission to provide access to higher education opportunities that enable students to develop the knowledge and skills necessary to achieve their professional goals, improve the productivity of their organizations, and provide leadership and service to their communities. The University is the largest private accredited university in North America and is owned by parent company Apollo Group, Inc. As of May 31, 2006, 323,133 students attend Apollo Group, Inc. institutions. The University's focus on small interactive classes, highly personalized teaching and comprehensive academic accountability systems has won praise and recognition by noteworthy academic and business leaders. The University is accredited by The Higher Learning Commission and is a member of the North Central Association.

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