



**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, 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 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.

On 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.

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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 the development of additional graduate programs. I look forward to seeing more students graduate and succeed under his leadership in the future.

Dr. Roueche currently chairs the Community College Advisory Board, which serves as an advisory and decision-making body for 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. He also served as a consultant 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. He is committed to the pursuit 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

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