

NATIONAL AMERICAN UNIVERSITY HOLDINGS, INC.

National American University Holdings, Inc. Declares Third Quarter 2012 Dividend of \$0.0325 Per Share

Rapid City, South Dakota, February 2, 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 that on January 30, 2012, the Company’s Board of Directors declared a cash dividend in the amount of \$0.0325 per share on all shares of the Company’s common stock outstanding and of record as of the close of business on March 30, 2012, to be paid on or about April 6, 2012. The Company operates on a May 31st fiscal year.

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.

Contact Information:

National American University Holdings, Inc.

Dr. Ronald Shape

605-721-5220

rshape@national.edu

Investor Relations Counsel

The Equity Group Inc.

Carolyn Yu

212-836-9610

cyu@equityny.com

Adam Prior

212-836-9606

aprior@equityny.com