

NATIONAL AMERICAN UNIVERSITY HOLDINGS, INC.

National American University Holdings, Inc. to Ring the Nasdaq Stock Market Closing Bell on September 19, 2016 in Celebration of the University's 75th Anniversary

Rapid City, South Dakota, September 19, 2016 — 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 that the Company’s founder, Mr. Robert Buckingham, and Chief Executive Officer, Ronald L. Shape, Ed.D., will be joined by other Company executives to ring the closing bell of the NASDAQ Stock Market on Monday, September 19, 2016 at 4:00 PM to commemorate the University’s 75th anniversary.

Accredited by the Higher Learning Commission, the largest regional accreditor in the U.S., NAU has been providing technical and professional career education since 1941, when the University opened its first campus in Rapid City, SD.

Dr. Shape noted, “This is a historic day for our Company and for all of our employees and students who are responsible for our success. We remain committed to providing valuable academic opportunities to the increasingly underserved student population of working adults.”

Details / Interview Requests

The ceremony will take place at the NASDAQ Marketsite, 4 Times Square, 43rd and Broadway, in New York.

The live ceremonies will begin at 3:45 p.m. and can be viewed at <http://www.nasdaq.com/about/marketsitetowervideo.aspx>. Hi-resolution photographs of the market close can be obtained afterwards at http://www.nasdaq.com/reference/marketsite_events.stm.

For additional information or to schedule an interview with Dr. Shape, please contact Adam Prior of The Equity Group at (212) 836-9606 or aprior@equityny.com.

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 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.

Adam Prior
212-836-9606
aprior@equityny.com