



American InterContinental University Online and the Better Business Bureau Team Up to Offer the BBB*Online* Reliability Seal

University Delivers a New Level of Assurance to Online Students

Hoffman Estates, IL – January 24, 2008 – American InterContinental University Online (AIU Online) today announced that it has joined the Better Business Bureau's Online Reliability program. Designed to provide consumers with an additional level of protection when engaging in online transactions, the BBB's program mandates that member organizations have a positive track record in online activities and a high level of consumer satisfaction, and that they meet a stringent set of complaint-response requirements as outlined by the Better Business Bureau.

Long a member of the Better Business Bureau itself, AIU Online decided to go the extra mile and join the new reliability program. Dr. Alan Drimmer, president of AIU Online, said that "the BBB has a long history in consumer affairs. They are a non-profit organization whose charter is the protection of consumers. Being a voluntary membership organization, those members tend to have great reputations for providing high levels of satisfaction to customers or, in the case of universities and colleges, to students. AIU Online has such a record and we are proud to be in the company of some of the greatest names in consumer satisfaction."

Drimmer goes on to say, "a few months ago, AIU Online received top ratings for online student satisfaction from the Noel-Levitz organization, a highly-respected research and consulting firm that works in the higher education arena. That achievement, coupled with AIU's already high rating with the Better Business Bureau is what convinced us that the Online Reliability program, and the ability to use the BBB's Online Reliability Seal would provide our students and potential students with confidence that choosing AIU Online would prove to be a wise decision.

According to the Better Business Bureau, use of the BBB*Online* Reliability Seal confirms that an organization "is a member of the local Better Business Bureau, has been reviewed to meet truth in advertisement guidelines, and follows good customer service practices." The BBB's web site says that the reliability program was created "to help consumers feel comfortable while engaging in online commerce. We believe that that the rapidly developing world of e-commerce is one of the most significant market place changes the BBB has witnessed in its 90-year history. To feel comfortable while engaging in e-commerce, we believe that consumers should understand how to identify trustworthy businesses on the web and how their personal data is being used." To

learn more about the online reliability program, please visit www.bbbonline.org/index.asp.

About American InterContinental University and AIU Online

American InterContinental University (AIU), established in Europe in 1970, awards Associate, Bachelor's, and Master's degrees in a variety of disciplines. The AIU network includes seven campuses: AIU Buckhead (Atlanta, GA); AIU Dunwoody (GA); AIU South Florida (Weston, FL); AIU Los Angeles (CA), AIU Houston (TX), AIU London (England); and AIU Online (based in Illinois). For additional information about the university, please visit www.aiuniv.edu.

American InterContinental University Online (AIU Online) is the Internet-based virtual campus of American InterContinental University. For information about AIU Online, visit www.aiuonline.edu. AIU is a member of the Career Education Corporation (NASDAQ:CECO) network of universities, colleges and schools.

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