

**National American University Holdings, Inc. Announces Appointment of Dr. Samuel D. Kerr  
as Chief Operating Officer**

**Rapid City, South Dakota, May 10, 2013 — National American University Holdings, Inc. (the “Company”) (NASDAQ: NAUH),**

regionally accredited, proprietary, multi-campus institution of higher learning, today announced the appointment of Dr. Samuel D. Kerr, its provost, secretary, and general counsel, to the newly created position of Chief Operating Officer for the Company, effective May 10, 2013.

Dr. Kerr has

was a M.Ed. from South Dakota State University, a J.D. from the University

of Nebraska-Lincoln College of Law and an Ed.D. from the University of South Dakota.

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continue his service to NAU as a valued member of our management team. Having worked with Dr. Kerr for the past several years, I know that his wealth of experience in both the legal and education sectors will prove a valuable asset in overseeing our daily university operations as we continue working to grow the Company while providing excellent academic programs and student services in a caring and supportive

**About National American University Holdings, Inc.**