

PRESS RELEASE

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FOR IMMEDIATE RELEASE

SAE INSTITUTE ANNOUNCES THE OPENING OF ITS NEW ATLANTA SCHOOL FACILITY

— The fifth SAE school in the U.S., SAE Atlanta will occupy 17,500 square feet and house the most advanced professional audio and multimedia technology systems available, joining SAE's global network of 46 schools on four continents —

— SAE Institute also purchases the building that houses its Miami school —

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AES 121st CONVENTION, SAN FRANCISCO, CA, October 6, 2006 — SAE Institute, the world's largest media arts and sciences academy, is pleased to announce that SAE Atlanta, the global education company's fifth school in the U.S. and the 47th in the world, will open its doors in Q2 2007. SAE Atlanta is located downtown, in a landmark 1927 building with 17,500 square feet to house 8 fully equipped recording studios, 12 digital audio workstation editing suites, and a 5.1 surround-sound theater, as well as 4 large lecture halls and a beautiful student lounge. The school will continue SAE Institute's tradition of staying at the very cutting edge of the technology it teaches by implementing a facility-wide network through which students and instructors will transfer projects as they progress. This reflects the actual workflow methodologies found in music production and video and film post production. In addition, a wireless network will also be available throughout the school.

SAE Atlanta will initially offer curriculum in audio engineering and music production, with programs in video arts and sciences and multimedia to be offered within the year. “SAE Atlanta is going to be an amazing place,” comments Chris Davie, Director of SAE Atlanta and former Director of SAE Miami. “What we’re doing is bringing SAE’s proven and comprehensive program of media education to Atlanta, which is a highly active and diverse city in terms of music and media technology. Atlanta deserves a first-rate media technology academy, and that’s why SAE is going there. We’re bringing some unique innovations, such as the facility-wide networking system, but every SAE Atlanta student is going to benefit from the enormous amount of experience that SAE has built as a global network of schools. The best curricula, the best instructors and the best equipment — that’s SAE, and that’s what SAE Atlanta will have.”

In related news, SAE Institute has also recently purchased the 27,000-square-foot building that has housed the SAE Miami since that school opened in January 2002. SAE Miami is the site of SAE Institute’s first U.S.-based digital games and animation program and the first digital video post production program. “Acquiring the SAE Miami real estate is part of our strategy to assure that SAE will always be there for our students and for the media industry,” Davie explains.

“Atlanta is the next move in bringing media education to the places where the students are and the talents can be best used,” says Dr. Tom Misner, SAE Institute’s Founder and President. “Atlanta becomes another point in our global network of schools, and we look forward to serving the students and the community there.”

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Headquartered in Byron Bay, Australia, SAE Institute is the world’s first and largest network of audio and multimedia education and training centers. SAE is affiliated with Middlesex University (England), Southern Cross University (Australia) and Southern Institute of Technology (New Zealand). The Institute operates over 40 campuses in more than 20 countries on four continents. It offers diploma and full degree programs in audio, multimedia, digital filmmaking, animation and gaming. SAE is part of the SAE Technology Group, which also owns and operates leading mixing console manufacturer AMS Neve, Studios 301 (with

locations in Sydney and Byron Bay, Australia, Cologne, Germany, Studios 301 is a collective group of state-of-the-art recording and mastering facilities), the Computer Graphics College and Qantm.

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SAE Institute is exhibiting at Booth #438 during the 121st AES Convention in San Francisco, CA.