

PRESS RELEASE

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FOR IMMEDIATE RELEASE

SAE INSTITUTE CONTINUES TO LEAD THE WAY IN MEDIA TECHNOLOGY ARTS & SCIENCES WORLDWIDE

— SAE Berlin creates a new media center that combines education and commercial facilities;
Barcelona, Cologne and Paris schools expand —

V2.0

AES 121st CONVENTION, SAN FRANCISCO, CA, October 6, 2006 — SAE Institute, the world's largest media arts and sciences academy, has made several strategic moves that reinforce SAE's key position in the fast-growing digital media education market. Collectively and individually, these actions underscore SAE Institute's strong commitment to leadership in the worldwide media technology arena.

SAE Berlin, a 5,000-square-meter facility encompassing 10 recording studios as well as its own cinema, will bring a new and innovative dimension to SAE operations. By renting space within the facility to commercial media technology production and post production companies, SAE Berlin will establish a media center that will enormously benefit both the tenants and the students of the school, creating a synergy between the domains of education and real-life applications. Students will see media technology in action, while companies create relationships that will lead to internships and longer-range career building opportunities.

Following a rapid increase in student numbers, and after just over one year operating in the city, SAE Barcelona is moving to new and larger premises in order to serve demand. The

move confirms SAE Institute as the largest audio education provider in Spain, with first-class facilities in its two main cities, Madrid and Barcelona, to serve the growing global Spanish-speaking community. The new Barcelona facilities — located in the so-called “22@” technological district of Barcelona — are nearly triple the size of the current 1,000-square-meter school. The new location has seven recording studios featuring the Digidesign® ICON, SSL AWS 900+ and Mackie DXB consoles and an Internet café, and will offer a wide range of courses including the SAE Digital Film Program.

At 1,200 square meters in size, the new SAE Cologne (Germany) is one of the largest regional SAE studio campuses in Europe and now offers seven studios and more than 50 modern workstations to its students. Six fully equipped audio studios include AMS Neve 88RS, SSL AWS 900+ and Digidesign D-Control™ consoles with 5.1 surround monitoring, as well as outboard equipment from companies including Focusrite, Drawmer and t.c. electronic. A greenscreen video studio and film lab offer editing, animation and web design capabilities.

In the heart of the capital city’s media and production district, the brand new SAE Paris premises will be one of the biggest SAE buildings in Europe, with 2,000 square meters housing nine completely networked recording and post-production studios, six digital video editing suites, nine course rooms equipped with video projectors, mixers and powered speakers, and nearly 100 individual workstations.

“All of these moves reflect the fact that SAE Institute is the leader in media arts and science education in Europe, as well as the rest of the world,” observes Tom Misner, SAE Institute Founder and President. “Our approach has always been and will always be one of expansion to meet the evolving demands of technology and the expectations of students. With SAE, bigger has always been better.”

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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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—For more information, please contact SAE Institute of Technology, 1293 Broadway 9th Floor, New York, NY 10001. Tel: (212) 944-9121; Fax: (212) 944-9123; Web: saeny@sae.edu.

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