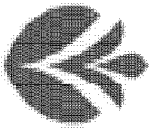


Excerpts, selected by the HELP Committee, from a larger document
produced by the company



BROWN MACKIE COLLEGE™

Danny Finuf

President, Brown Mackie College

EDMC Executive Management Team Meeting ~ July 21-23, 2008

EDMC-916-000228434

Education Management Corporation
Document 29, Page 2

Confidential

90/10 & Student Loans

- Restructure BMC main campuses from 8 to 5 to improve and protect consolidated 90/10 results
- Increase tuition 8% higher than normal annual tuition increases
- Increase tuition rates beyond the annual increase for new enrollments into our high demand/high outcome programs
- Increase cash collections through consolidated CS positions for out of school balances
- Implement new procedure and track results to ensure an increase in submitted and approved alternative loans with co-borrowers
 - 70% participation rate
 - 40% approval rate