



# News Release

## University of Phoenix Announces New Operations and Supply Chain Management Program

**Apollo Group, Inc.**  
**4615 E. Elwood St.**  
**Phoenix, AZ 85040**  
**(800) 990-APOL**  
**(480) 929-7499 fax**  
**Internet:**  
**www.apollogrp.edu**  
**www.phoenix.edu**  
**www.online.phoenix.edu**  
**www.ipd.org**  
**www.fp.edu**  
**www.wintu.edu**

Phoenix, AZ, December 11, 2001 - In response to the growing industry need for new and innovative educational opportunities addressing the many facets of supply chain management, the University of Phoenix is pleased to announce its new Operations and Supply Chain Management (OSM) professional certificate program. This program will be offered at a variety of University of Phoenix campuses beginning this month.

The manufacturing sector has long been a dominant player in the global economy. During the last decade, the industry, along with the world, has seen dramatic changes in its business environment – an increasingly global playing field, a shift from traditional 20<sup>th</sup> Century business goals to 21<sup>st</sup> Century customer value-improving goals, cost pressures that have required layoffs, new pioneering ways of doing business, an increasing interest in lean manufacturing, and unprecedented levels of technology infused in day-to-day business.

The skill set required of employees working in any aspect of supply chain management looks dramatically different than it has over the last decade. Accordingly, companies require new and innovative educational programs to prepare themselves for the future. To address this need, the University employed the help of numerous industry executives in developing and building its new OSM program. The end result is a comprehensive yet focused set of coursework designed for any professional engaging in any aspect of supply chain management.

“Through new and innovative programs, like the University of Phoenix’s Operations and Supply Chain Management program, our industry will be able to continue to make the educational advancements that we have made and will be called upon to make in the future,” commented Mr. Gary N. Swinden, C.P.I.M., C.P.M., Vice President, Supply Chain Management, Amkor Corporation.

“The new OSM program provides students with a broad exposure to all aspects of supply chain management, including what processes, resources, material, and information flows make up an integrated supply chain,” said Hal Morgan, University of Phoenix Associate Dean of Undergraduate Business and Management programs. “The University of Phoenix provides a unique advantage to corporations - classes are available locally or globally, either through a network of traditional campus facilities, or through online education. This broad reach gives corporations an opportunity to provide all their employees with a consistent educational experience.”

**Company Contact**  
Kenda B. Gonzales  
Chief Financial Officer  
(800) 990-APOL  
Email:  
kenda.gonzales@apollogrp.edu

**Investor Relations Contact:**  
Janess Pasinski  
Apollo Group, Inc.  
(800) 990-APOL  
Email:  
janess.pasinski@apollogrp.edu

**Press Contact:**  
Christopher Katis  
Morgen-Walke Associates, Inc  
(415) 296-7383

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The University of Phoenix, which has served working adults for over a quarter of a century, has made its mission to remove barriers to education for busy adults by providing accessible scheduling (evenings, week ends, and online through the Internet) and rigorous degree programs centered on professional goals. The University's focus on small interactive classes, highly personalized teaching and comprehensive academic accountability systems has won praise and recognition by noteworthy academic and business leaders. The University is accredited by the Higher Learning Commission and is a member of the North Central Association.

Apollo Group, Inc. (Nasdaq: APOL, UOPX), parent company of the University of Phoenix, has been providing higher education programs to working adults for over 25 years. Apollo Group, Inc., operates through its subsidiaries The University of Phoenix, Inc., Institute for Professional Development, The College for Financial Planning Institutes Corporation, and Western International University, Inc. The consolidated enrollment in its educational programs makes it the largest private institution of higher education in the United States. It offers educational programs and services at 58 campuses and 102 learning centers in 36 states, Puerto Rico and Vancouver, British Columbia. Combined degree enrollment was 124,800 students as of August 31, 2001.