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FOR IMMEDIATE RELEASE

Campus couples associate programs with cutting-edge technology

SANFORD-BROWN COLLEGE LAUNCHES DIAGNOSTIC MEDICAL SONOGRAPHY, MEDICAL BILLING AND CODING PROGRAMS

PHOENIX (April 20, 2010) – The Sanford-Brown College (SBC) Phoenix campus announces the launch of its specialized associate degree program in diagnostic medical sonography, which will be offered during day and night sessions and can be completed in as little as 70 weeks. SBC – Phoenix has also launched a medical billing and coding program, which will be offered during day and night sessions and can be completed in as little as 55 weeks.

Currently, the campus also offers a medical assistant program in both English and Spanish, as well as a pharmacy technician program and a cardiovascular sonography associate degree program.

Sanford-Brown is also introducing the Simpro Virtual Trainer™ in Phoenix and at its campuses nationwide that offer imaging programs in cardiovascular sonography and diagnostic medical sonography. Sanford-Brown partnered with New Zealand-based SIMTICS, a leader in virtual simulation technology for healthcare education, and co-developed this product to improve learning outcomes and help students confidently meet the high standards of the healthcare industry.

“We intend for the Simpro Virtual Trainer to enhance and complement existing, proven training methods inside the classroom and at clinical sites in our cardiovascular sonography and diagnostic medical sonography programs,” said George Fitzpatrick, president of the Phoenix campus.

The Simpro Virtual Trainer breaks down each clinical procedure into its component steps, requiring students to make decisions about what to do next, which instrument to use and where to apply it. It will make procedures more accessible, helping students gain and retain critical information without being solely dependent on

patient cases during their clinical experience. An online video is available at www.sanfordbrown.edu.

For information on Phoenix campus enrollment, class schedules, etc. please visit www.sanfordbrown.edu/phoenix.

About Sanford-Brown College – Phoenix:

Sanford-Brown College – Phoenix (SBC) opened in October 2009. The curriculum at SBC is designed to help students gain the specific skills and knowledge that employers are seeking. The school offers Associate of Science degrees in Diagnostic Medical Sonography and Cardiovascular Sonography; and Diploma programs for Medical Assistant, Medical Assistant in Spanish, Medical Billing and Coding and Pharmacy Technician. Sanford-Brown College is institutionally accredited (accredited in total) by the Accrediting Council for Independent Colleges and Schools (ACICS), a national accrediting agency recognized by the United States Department of Education (DOE) and the Council for Higher Education Accreditation (CHEA). SBC – Phoenix is located at 9630 N. 25th Ave. Phoenix, AZ 85021. SBC-Phoenix does not guarantee employment or salary. SBC – Phoenix is part of the Career Education Corporation network of schools (NASDAQ: CECO). For more information, please go to www.sanfordbrown.edu/phoenix.

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