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Apollo Group Recognized as One of America’s Top 50 Community-Minded Companies

“The Civic 50” Published in Bloomberg Businessweek and Businessweek.com

PHOENIX, Nov. 12, 2012 – Apollo Group, Inc. (NASDAQ:APOL) was recognized as one of America’s most community-minded companies in The Civic 50 survey – the first comprehensive ranking of S&P 500 corporations that best use their time, talent, and resources to improve the quality of life in the communities where they do business. The survey was conducted by the National Conference on Citizenship (NCoC) and Points of Light, the nation’s definitive experts on civic engagement, in partnership with Bloomberg LP.

An article about The Civic 50 looking at the philanthropic efforts of some of the top companies appeared in the November 12-18, 2012 issue of Bloomberg Businessweek. The full Civic 50 ranking is posted on www.businessweek.com at www.businessweek.com/interactive_reports/civic_50_2012.html. Apollo Group is proud to be ranked 23.

Apollo Group’s corporate social responsibility philosophy is built around the cause areas of education, career readiness and sustainability. From daily operations to its partnerships and volunteerism, Apollo Group strives to ensure the communities where it does business are incubators for college readiness.

In fiscal year 2011, Apollo Group partnered with 180 organizations to help improve educational outcomes and career opportunities for all Americans. Apollo Group employees logged more than 70,000 volunteer hours worth an estimated $1.5 million. The company also awarded University of Phoenix scholarships valued at $10,115,647 to more than 1,500 recipients in all 50 states and around the globe. Apollo Group’s total financial contribution to community engagement, including University of Phoenix Foundation grants, was valued at $22 million.

“The honor of being ranked 23 on The Civic 50 is a true testament to our organization’s commitment to education, career readiness and sustainability in our corporate footprint,” said Pat Gottfried, vice president of corporate social responsibility for Apollo Group. “We believe the efforts we make in our local communities today will foster success long into the future. Apollo Group is privileged to be recognized as a good corporate citizen.”

“NCoC is proud to be part of The Civic 50 launch," said Ilir Zherka, executive director of NCoC. "The Civic 50 demonstrates that the best companies in America are deeply committed to strengthening their
respective communities. Leaders of these companies are aligning the expertise of their companies and people with the needs of their communities, and then measuring the impact of their programs. NCoC hopes *The Civic 50* will spur companies throughout our country to do the same.”

"As a company committed to community engagement and improvement, Bloomberg is proud to have partnered with the National Conference on Citizenship and Points of Light on this important ranking," said Norman Pearlstine, chairman, *Bloomberg Businessweek* and chief content officer, Bloomberg LP.

"*The Civic 50* is a pioneering addition to the Bloomberg Rankings inventory. It features a comprehensive, transparent methodology to identify companies that have taken a leadership role in developing and implementing civic engagement programs. We believe it will raise awareness of the importance of a civic consciousness through the U.S. corporate world."

Companies were evaluated on seven specific metrics: leadership, measurement and strategy, design, employee civic health, community partnerships, cause alignment and transparency. Winning companies employed increasingly sophisticated tools to measure the impact of community engagement and alignment of these programs with their business’ core competencies. More than two-thirds of the top 50 companies say they “frequently” or “always” use the professional skills of their workforce to address social issues and real community challenges. Sixty-six percent of the top 50 say they have “mission-level” alignment with the community partners, meaning they work with them on the highest strategic level, not just on individual programs or events.

“Today, in the aftermath of Hurricane Sandy, we can see clearly how much corporate America pitches in – with expertise, talent, time and money – to help communities meet critical needs,” said Jackie Norris, executive director of the Points of Light Corporate Institute. “In times of disaster and in relative calm, The Civic 50’s work is transformative, innovative and critically important.”

The full list of winners in descending order is below, and can be found online at [www.businessweek.com/interactive_reports/civic_50_2012.html](http://www.businessweek.com/interactive_reports/civic_50_2012.html).

1. IBM
2. Citigroup
3. AT&T Inc.
4. Aetna
5. Capital One Financial Corporation
6. Morgan Stanley
7. Campbell Soup Company
8. The McGraw-Hill Companies
9. General Electric
10. Hasbro, Inc.
11. Western Union
12. FedEx Corporation
13. Allstate
14. Microsoft
15. Bank of America
16. Target Corp.
17. Intel Corporation
18. UnitedHealth Group
19. Abbott
20. Southwest Airlines
21. Pacific Gas & Electric Company
22. Viacom Inc.
23. Apollo Group, Inc.
24. American Express Company
25. Cummins Inc.
26. Wal-mart Stores, Inc.
27. Comerica, Inc.
28. Hewlett-Packard Company
29. The Hershey Company
30. Altria Group, Inc.
31. McKesson Corporation
32. ConAgra Foods, Inc.
33. Raytheon Company
34. H.J. Heinz Company
35. The Goldman Sachs Group
36. Spectra Energy
37. Freeport-McMoRan Copper & Gold
38. Discovery Communications
39. Dr. Pepper Snapple Group
40. Motorola Solutions
41. Devon Energy Corporation
42. Baker Hughes Incorporated
43. Starbucks Coffee Company (tie)
44. Ameriprise Financial (tie)
45. Harris Corporation
46. Weyerhaeuser Company
47. Adobe Systems Inc.
48. Sigma-Aldrich Corp. (tie)
49. Verizon Communications (tie)
50. Life Technologies

You can read more about Apollo Group’s corporate social responsibility practices at http://www.apollogrp.edu/corporate-responsibility.

About Apollo Group

Apollo Group, Inc. is one of the world’s largest private education providers and has been in the education business for more than 35 years. The Company offers innovative and distinctive educational programs and services both online and on-campus at the undergraduate, masters and doctoral levels through its subsidiaries: University of Phoenix, Apollo Global, Institute for Professional Development and College for Financial Planning. The Company’s programs and services are provided in more than 30 states and the District of Columbia; Puerto Rico; Latin America; and Europe, as well as online throughout the world. For more information about Apollo Group, Inc. and its subsidiaries, call (800) 990-APOL or visit the Company’s website at http://www.apollogrp.edu.

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