GOOD Worldwide and Apollo Group Launch Skills-based Job Training Program and Competition
“Coding for GOOD” introduces coding and programming curriculum for job applicants

LOS ANGELES, November 1, 2012 –GOOD and Apollo Group, Inc. (NASDAQ: APOL) today announced the launch of a five-week series of coding lessons and a competition called Coding for GOOD. Anyone with an interest in learning to code can complete lessons that teach the technical skills via an online coding lab. The free five-week online curriculum includes 16 interactive lessons on basic coding and programming used at popular websites and mobile applications, such as Twitter and Electronic Arts.

The Coding for GOOD competition challenges applicants to develop a final project using their coding skills. Judges will determine the three best applicants, and will fly them to Los Angeles to compete in a Hack-A-Thon for a job at GOOD’s Headquarters.

Interested applicants and those seeking to improve or learn coding skills can visit www.good.is/coding forgood.

“There are at least 3.7 million jobs unfilled in the U.S. for the simple reason that workers do not yet possess the skills or training companies are looking for,” said Gregory W. Cappelli, CEO of Apollo Group, Inc., and Chairman of Apollo Global. “At Apollo Group, we’re focused on connecting postsecondary education to emerging fields where there is significant job growth. Coding for GOOD is the latest part of our formula to put America back to work.”

“Coding for GOOD is our effort to bridge the skills gap and help address the needs of jobseekers and employers,” explained GOOD Founder and CEO, Ben Goldhirsh. “This educational platform is an excellent example of how companies can mobilize to uplift the greater good and address a socioeconomic need. This is an opportunity to transform the way we hire by focusing on an applicant’s ability to learn and grow, based on mastery of a specific lesson plan, rather than a focusing on an applicant’s resume. This is the kind of progressive problem solving that GOOD was established to encourage. We are pleased to work with Apollo Group to offer Coding for GOOD.”

“Right now, we are constantly hearing about the high unemployment rate in our country, but not hearing about all of the job openings that go unfilled every day,” said Rob Wrubel, Chief Innovation Officer of Apollo Group, Inc. “There is a skills gap between the work force and the companies who need to hire. The Coding for GOOD educational platform aims to equip jobseekers with the needed skills to compete for many of today’s open jobs.”

For further reference:
• Apollo Group and GOOD offer a video introduction from Ben Goldhirsh and Rob Wrubel at http://www.youtube.com/watch?v=yb6Fb3t-QZk.
Each lesson is accompanied by a video from industry leaders at Twitter, Grooveshark, Huge, Electronic Arts, Soundcloud! [http://www.youtube.com/user/CodingforGOOD](http://www.youtube.com/user/CodingforGOOD).

An infographic to illustrate this skills gap can be found and linked to at [http://www.good.is/posts/infographic‐employers‐and‐the‐skills‐gap1](http://www.good.is/posts/infographic‐employers‐and‐the‐skills‐gap1).

The Coding for GOOD education platform is open to the public through November 30, 2012. Final project submissions are accepted December 3–14, 2012, with three finalists chosen January 11, 2013 to compete in the Hack-A-Thon in Los Angeles. Full rules can be found at [www.good.is/codingforgood](http://www.good.is/codingforgood).

**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](http://www.apollogrp.edu).

**About GOOD**

GOOD Worldwide LLC. ([www.good.is](http://www.good.is)), launched in September 2006, is an integrated media, thought leadership and community action platform for people who want to live well and do good, and a community of, by, and for the people, businesses, and NGOs moving the world forward. GOOD’s mission is to convene, connect, and empower the global community of people “who give a damn.”

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