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NEW VOICEAMERICA INTERNET RADIO SHOW
Total Career Success With Ken & Sheryl Dawson —

November 10, 2008 Show Features University of Phoenix President Bill Pepicello
Offering Tips about How to Advance Your Career and Education

University of Phoenix President Bill Pepicello will be featured on Total Career Success, a new Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, November 10. Dr. Pepicello will help launch the new show, which is designed to inform listeners and encourage them to achieve their career goals by featuring educational experts to provide advice on job search and career advancement.

The topic of the show will focus on the economic crisis and how the University is developing ways to support its current and potential students as well as tips for professionals who are starting a degree program and how a degree can advance their careers. "Whenever there is an economic downturn, people are inclined to reassess their career paths," said Ken Dawson, a show host. "Over the years in helping employees transition during times of employment dislocation and redeployment, we have often seen returning to school become a compelling option for career growth."

"University of Phoenix is known in the corporate and educational environments as an innovator," said Sheryl Dawson, one of the hosts for Total Career Success. "As a leader in higher education that has assisted hundreds of thousands of professionals advance their career goals, we are thrilled to have Dr. Pepicello on the show to discuss key insights and tips to help our listeners make education decisions that fit their lifestyles."

To listen to the broadcast, please visit www.voiceamerica.com and click on the Total Career Success icon. The show will air live at 11 – 12 noon Central on Nov. 10 and will then be available as an archive on the web site or to be downloaded to MP3 players and cell phones.

About University of Phoenix

University of Phoenix is constantly innovating to help students balance education and life in a rapidly changing world. Through flexible schedules, challenging courses and interactive learning, students achieve personal and career aspirations without putting their lives on hold. As of May 31, 2008, 345,300 students were enrolled at University of Phoenix, the largest private university in North America. University of Phoenix serves a diverse student population, offering

associate's, bachelor's, master's, and doctoral degree programs from campuses and learning centers across the U.S. as well as online throughout the world.

About Total Career Success

Total Career Success, which is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of *Job Search: The Total System*, 3rd edition. They have served corporations in outplacement and career development as well as talent management for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations. For more information, visit <http://www.tcsworldwide.com/mediahome.shtml> and <http://www.dawsonconsultinggroup.com> .

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