

INDEX OF ATTACHED EXHIBITS SUPPORTING COMPLAINT

Exhibit	Description
A	“Parking Lot” television advertisement placeholder (Exhibit to be filed non-electronically)
B	Transcript of “Parking Lot” television advertisement
C	Alternate “Parking Lot” television advertisement with Twitter placeholder (Exhibit to be filed non-electronically)
D	Transcript of alternate “Parking Lot” television advertisement with Twitter
E	“Train Stops” television advertisement placeholder (Exhibit to be filed non-electronically)
F	Transcript of “Train Stops” television advertisement
G	“Hall of Success” television advertisement placeholder (Exhibit to be filed non-electronically)
H	Transcript of “Hall of Success” television advertisement
I	“Curriculum Radio” advertisement placeholder (Exhibit to be filed non-electronically)
J	Transcript of “Curriculum Radio” advertisement
K	Facebook post – corporate partnerships
L	Facebook comment – corporate partnerships
M	“Let’s Get to Work” digital advertisement
N	“Career opportunities for students” webpage
O	Military advertisement

EXHIBIT A:

TO BE FILED NON-ELECTRONICALLY

EXHIBIT B

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1523231
TITLE UNIVERSITY OF PHOENIX
DATE RECORDED: DATE UNKNOWN
TRANSCRIBED: SEPTEMBER 23, 2019
PAGES 1 THROUGH 5

EXHIBIT A - AEGFTC0046735

For The Record, Inc.

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ExhibitA

University of Phoenix

9/23/2019

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FEDERAL TRADE COMMISSION

I N D E X

RECORDING:

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Exhibit A - AEGFTC0046735

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ExhibitA

University of Phoenix

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FEDERAL TRADE COMMISSION

In the Matter of:)
University of Phoenix) Matter No. 1523231
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Date Unknown

The following transcript was produced from a digital file provided to For The Record, Inc. on September 20, 2019.

ExhibitA

University of Phoenix

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P R O C E E D I N G S

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EXHIBIT A - AEGFTC0046735

FEMALE SPEAKER: The hall of success. Here we honor the proud accomplishments of our students and alumni, people like Maria Salazar, an executive director at American Red Cross, or Garland Smith, video account director at Yahoo. And for every Garland, thousands more are hired by hundreds of top companies, each expanding the influence of our proud University of Phoenix network. That's right, University of Phoenix.

ON SCREEN: University of Phoenix

Let's get to work.

Learn more at phoenix.edu/HallofSuccess

FEMALE SPEAKER: Enroll now. We've got a frame waiting for you.

(The recording was concluded.)

CERTIFICATE OF TRANSCRIPTIONIST

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DATE: 9/23/2019



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EXHIBIT C:

TO BE FILED NON-ELECTRONICALLY

EXHIBIT D

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OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1523231
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EXHIBIT C - AEGFTC0046680

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Exhibit C

University of Phoenix

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FEDERAL TRADE COMMISSION

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Exhibit C

University of Phoenix

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FEDERAL TRADE COMMISSION

In the Matter of:)
University of Phoenix) Matter No. 1523231
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Exhibit C

University of Phoenix

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P R O C E E D I N G S

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EXHIBIT C - AEGFTC0046680

FEMALE SPEAKER: Like a lot of things, trying to find a better job can be frustrating. So at University of Phoenix, we're working with a growing list of almost 2,000 corporate partners, companies like Microsoft, American Red Cross, and Adobe, to create options for you. Not only that, we're using what we learn from these partners to shape our curriculum so that when you find the job you want, you'll be a perfect fit.

Let's get to work.

ON SCREEN: University of Phoenix

Let's get to work.

phoenix.edu/success #LetsGetToWork

(The recording was concluded.)

CERTIFICATE OF TRANSCRIPTIONIST

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21 DATE: 9/23/2019



ELIZABETH M. FARRELL, CERT

EXHIBIT E:

TO BE FILED NON-ELECTRONICALLY

EXHIBIT F

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OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1523231
TITLE UNIVERSITY OF PHOENIX
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PAGES 1 THROUGH 5

EXHIBIT E - PARKING LOT AD - TWITTER [CAPTURED 2017-07-26]

For The Record, Inc.

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Exhibit E

University of Phoenix

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FEDERAL TRADE COMMISSION

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Exhibit E - Parking Lot Ad - Twitter
[Captured 2017-07-26]

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Exhibit E

University of Phoenix

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FEDERAL TRADE COMMISSION

In the Matter of:)
University of Phoenix) Matter No. 1523231
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The following transcript was produced from a digital file provided to For The Record, Inc. on September 20, 2019.

Exhibit E

University of Phoenix

9/23/2019

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3 EXHIBIT E - PARKING LOT AD - TWITTER

4 [CAPTURED 2017-07-26]

5 FEMALE SPEAKER: Like a lot of things,
6 trying to find a better job can be frustrating. So at
7 University of Phoenix, we're working with a growing
8 list of almost 2,000 corporate partners, companies
9 like Microsoft, American Red Cross, and Adobe, to
10 create options for you. Not only that, we're using
11 what we learn from these partners to shape our
12 curriculum so that when you find the job you want,
13 you'll be a perfect fit.

14 Let's get to work.

15 ON SCREEN: University of Phoenix

16 Let's get to work.

17 phoenix.edu/success #LetsGetToWork

18 (The recording was concluded.)

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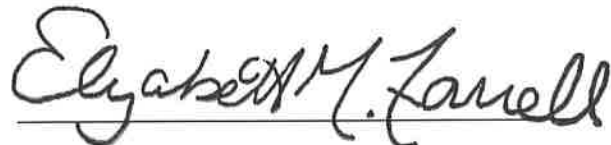
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EXHIBIT G:

TO BE FILED NON-ELECTRONICALLY

EXHIBIT H

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1523231
TITLE UNIVERSITY OF PHOENIX
DATE RECORDED: DATE UNKNOWN
TRANSCRIBED: SEPTEMBER 23, 2019
PAGES 1 THROUGH 5

EXHIBIT G - AEGFTC0025288

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Exhibit G

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FEDERAL TRADE COMMISSION

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Exhibit G - AEGFTC0025288

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Exhibit G

University of Phoenix

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FEDERAL TRADE COMMISSION

In the Matter of:)
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Exhibit G

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P R O C E E D I N G S

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EXHIBIT G - AEGFTC0025288

FEMALE SPEAKER: At University of Phoenix,
we know the value of your education is where it can
take you.

ANNOUNCER: Now arriving, City Hospital.

DOCTOR: Let's get a CBC, Chem 7 and...

FEMALE SPEAKER: Which is why we're proud to
help connect our students with leading employers
across the nation.

ANNOUNCER: Next stop, financial center.

FEMALE SPEAKER: Let's get to work.

ON SCREEN: University of Phoenix

Let's get to work.

phoenix.edu 1.855.WHY.UOPX

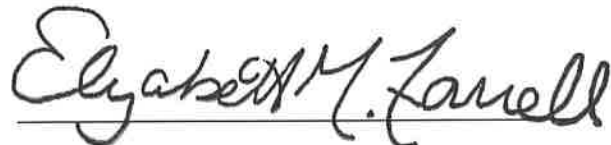
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EXHIBIT I:

TO BE FILED NON-ELECTRONICALLY

EXHIBIT J

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OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1523231
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PAGES 1 THROUGH 5

EXHIBIT I - CURRICULUM RADIO AD

For The Record, Inc.

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Exhibit I

University of Phoenix

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FEDERAL TRADE COMMISSION

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Exhibit I - Curriculum Radio AD

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Exhibit I

University of Phoenix

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P R O C E E D I N G S

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EXHIBIT I - CURRICULUM RADIO AD

FEMALE SPEAKER: If you want to know how to get hired, it pays to go right to the source. At University of Phoenix, we're talking to companies like AT&T, Sodexo, and Adobe about what they're looking for in future employees. They're helping us shape our curriculum to make sure today's classes help prepare you to pursue tomorrow's jobs, because a degree should help prepare you for a career, right?

Learn more at Phoenix.edu. Let's get to work.

(The recording was concluded.)

CERTIFICATE OF TRANSCRIPTIONIST

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