



PRESS RELEASE

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LIFE UNIVERSITY LAUNCHES AKADEMOS ONLINE BOOKSTORE TO IMPROVE TEXTBOOK AFFORDABILITY AND CONVENIENCE FOR STUDENTS

Marietta, Georgia, December 3, 2015 – Akademos, Inc., a leading provider of integrated online bookstore and marketplace services for educational institutions, announced today that Life University (<http://www.LIFE.edu/>), a thriving University rooted in innovation and purpose with the largest single-campus Doctor of Chiropractic program in the world, has joined its growing list of partner Institutions.

Starting this month, Life University students can shop for textbooks in the format of their choice across new, used, rental or eBook options and place orders anytime, anywhere through an institution-branded, mobile optimized eCommerce platform. With Akademos' proprietary Marketplace, students can save an average of 50-60 percent off the list price on their textbook and course materials.

Using Akademos' new state-of-the-art Adoption & Analytics Portal, Life University's faculty will be able to speed adoptions, reduce errors and help lower course material costs – all while preserving academic freedom. Enhanced reporting and real-time analytics will give administrators valuable insights into the relationship between timely adoptions, course material cost, sell-through and academic success.

"I am pleased to welcome Life University to Akademos," said CEO John Squires. "We look forward to working with Life University to deliver our innovative bookstore services to students, while also assisting faculty with their textbook adoption needs."

"We believe that our new partnership with Akademos will deliver an online bookstore solution that will dramatically reduce textbook costs and create a more convenient shopping experience for our students," said William Jarr, Executive Vice President of Finance at Life University. "We are confident that their user-friendly, mobile-optimized Marketplace will also greatly expand their access to choose between a wide variety of textbook and course material options."

To learn more about affordable textbook options for students and our online bookstore offerings for educational institutions, visit www.akademos.com.

About Life University

Founded in Marietta, Georgia in 1974, Life University is a health sciences institution most known for its chiropractic program, the largest single-campus program in the



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world. Life University is regionally accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate, masters, and Doctor of Chiropractic degrees, and also has programmatic accreditation through the Council on Chiropractic Education (CCE), the Accreditation Council for Education in Nutrition and Dietetics (ACEND) and the Commission on Accreditation of Athletic Training Education (CAATE). The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy.