



News Release

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FOR IMMEDIATE RELEASE

The Association for Financial Professionals Signs Exclusive Agreement with Pearson VUE for Test Development and Delivery Services

BLOOMINGTON, Minn., October 14, 2004 – Pearson VUE, the electronic testing business of Pearson Education, today announced that it signed a three-year contract with the Association for Financial Professionals to be the exclusive test delivery provider of computer-based Certified Treasury Professional™ exams.

Beginning in November 2004, these exams will be delivered throughout the United States and its territories in the Pearson VUE-owned and -operated network of more than 200 Pearson Professional Centers. The exams will also be available outside the United States in the Pearson VUE™ Authorized Center global network of over 3,700 test centers. In addition to test delivery, Pearson VUE will provide AFP with test development for its CTP exams.

The Certified Treasury Professional is regarded by treasury and financial professionals as a leading credential in the field. In fact, many organizations seek people who are certified. The CTP designation sets the standard in the financial profession and signifies that an individual has demonstrated the knowledge and skills required to perform competently in today's complex corporate environment.

“Increasingly, employers, facing critical staffing decisions, view the CTP certification as a reliable measure of professional and practical knowledge in prospective candidates. The CTP is the mark of a serious, highly skilled solution seeker, who aims to be an asset to their organization. We are excited about this opportunity to work with Pearson VUE to aid treasury and finance professionals in earning the CTP designation,” said AFP’s CEO Jim Kaitz.

“We are pleased to welcome the Association for Financial Professionals and are excited to provide the key elements of test delivery and test development for the Certified Treasury Professional exam. In today’s era of public scrutiny of corporate finances, the CTP designation is more highly regarded than ever. With Pearson VUE’s expertise in high-stakes testing, I am confident we will provide outstanding service for this important certification program,” said Bob Whelan, vice president and general manager of Pearson VUE.

Pearson VUE (www.pearsonvue.com) is the electronic testing business of Pearson Education, which in turn is part of Pearson (NYSE: PSO; LSE: PSON), the international media company. Pearson’s primary operations also include the Financial Times Group and the Penguin Group.

The Association for Financial Professionals in Bethesda, Maryland supports more than 14,000 individual members from a wide range of industries through all stages of their careers in treasury and financial management. AFP is the preferred resource for financial professionals for continuing education, financial tools and publications, career development, certification, research, representation to legislators and regulators and the development of industry standards. For more information about AFP visit www.afponline.org.

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