



News Release

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FOR IMMEDIATE RELEASE

Pearson VUE and the Behavior Analyst Certification Board Sign Exclusive Testing Agreement

BLOOMINGTON, Minn., August 9, 2005 – Pearson VUE, the electronic testing business of Pearson Education, today announced it signed an exclusive, three-year contract with the Behavior Analyst Certification Board®, Inc. to provide computer-based test delivery of their behavior analyst certification exams. Beginning November 2005, these exams will be available throughout the Pearson VUE-owned and -operated global network of more than 230 Pearson Professional Centers supplemented by another 170 Pearson VUE® Authorized Center Select test centers around the world.

The BACB is a non-profit corporation established in 1998 to meet the credentialing needs identified by behavior analysts, government agencies, and behavior analysis service users. In support of their mission to develop, promote, and implement a national and international certification program for behavior analyst practitioners, the BACB offers credentialing at two different levels. The Board Certified Associate Behavior Analyst™ (BCABA®) credential is for individuals with a Bachelors degree and the Board Certified Behavior Analyst™ (BCBA®) credential requires individuals to have a Masters or higher degree. To date, the BACB has certified more than 4,000 behavior analyst practitioners.

Dr. Gerald Shook, executive director of the BACB, said, “Transferring our paper-and-pencil administered exams to computer adaptive testing will greatly increase test access and convenience for candidates, valuable benefits for our growing certification program. Through this agreement, we will now provide three exam administrations per year instead of two and will provide our candidates with many more options of where to test around the world.”

“There are many real benefits for test takers when an organization transitions from a paper-and-pencil testing program to computer-based testing,” said Bob Whelan, vice president and general manager of Pearson VUE. “We are pleased the Behavior Analyst Certification Board transitioned its certification exams to Pearson VUE. Its candidates can expect a secure, high-quality testing experience in our owned and operated test centers in the United States as well as our premier authorized test centers around the world.”

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

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