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FOR IMMEDIATE RELEASE

**PEARSON WINS TWO-YEAR EXTENSION
FOR NEW JERSEY TEST**

IOWA CITY, Iowa, Sept. 16, 2003 – Pearson Educational Measurement today announced that the New Jersey Department of Education had awarded the company a two-year, \$11 million contract extension for the continued administration of the Grade Eight Proficiency Assessment (GEPA), which tests over 105,000 students each year in language arts literacy, mathematics, and science.

The GEPA is part of the New Jersey Department of Education's strategic plan to meet the federal testing mandates of No Child Left Behind. Signed into law last January, NCLB requires testing in literacy and math in grades 3-8 and in high school by the 2005-2006 school year. Under both state and federal law, all assessments must be tied to the state's Core Curriculum Content Standards.

“Pearson Educational Measurement has supported major assessment programs for the State of New Jersey for over a decade, and this extension of the Grade Eight Program will be an integral part of the State’s overall NCLB effort for the next two years. We’ve developed a very cohesive and effective team with the department and look forward to continuing our support,” said Steve Kromer, Vice President and General Manager.

Pearson Educational Measurement will be responsible for overall program management, test assembly, psychometrics, publishing and distribution, scoring, and test data reporting services. In addition to New Jersey, Pearson Educational Measurement currently provides large scale assessment services to 20 states and works with test publishers in all 50 states.

About Pearson Educational Measurement

Pearson Educational Measurement is the nation's largest commercial processor of K-12 student assessment tests. The company operates as a business of Pearson Education, based in Upper Saddle River, N.J., the world's largest integrated education company, which in turn is a part of Pearson (NYSE: PSO; LSE: PSON), the international media company. Pearson's other primary operations include the Financial Times Group and the Penguin Group.

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