

Contact: Rob Bunnell or Atticus Simpson  
Quixote Group  
336.605.0363  
[rbunnell@quixotegroup.com](mailto:rbunnell@quixotegroup.com)  
[asimpson@quixotegroup.com](mailto:asimpson@quixotegroup.com)

**Results from Certified MBA™ Beta Exam Confirm Advantages for Employers**  
*Applications for 'Live' Exam Now Being Accepted*

**GREENSBORO, N.C. – April 15, 2003** – The International Certification Institute (ICI) today announced that 54 percent (162 out of 304) of the candidates who sat for the Certified MBA™, or CMBA, beta exam surpassed minimum proficiency levels as determined by the exam's pass/fail standard. These results, representing Master of Business Administration (MBA) students or graduates from 23 countries and more than 160 MBA programs, confirm the CMBA's advantage to employers of reducing the risk of a bad hire by objectively evaluating the fundamental skill sets of MBA job candidates.

"The value of the CMBA exam is to help employers hire competent employees with graduate training in business, as well as to enhance the marketability of individuals who become certified," said Dr. Paul Muchinsky, acclaimed industrial psychologist, psychometrician, MBA professor and author. "The overall results of the CMBA beta test confirm that attaining an MBA degree does not necessarily equate with being competent in fundamental business knowledge. The findings provide compelling evidence regarding the variable quality of MBA students entering the job market, and that the CMBA designation can assist in the identification of qualified individuals through objective verification of the knowledge expected of an MBA."

Results from the CMBA beta test were analyzed by ICI and its partner, Prometric – the leading provider of assessment and state-of-the-art certification services. The passing standard was determined by a panel of experts comprised of MBA educators under the direction of Prometric and Dr. Muchinsky.

With corporate profits being squeezed and a record number of MBA graduates entering the job market each year, businesses are under increasing pressure to reduce the risks of a bad hire and justify the high salary demands of an MBA. The CMBA provides the advantage of objectively confirming an MBA's command of the common body of knowledge required across all accredited MBA programs.

"With nearly half of the beta candidate pool not meeting the pass/fail standard, the CMBA has proven itself to be a discriminating tool that can help employers identify the most knowledgeable job candidates, regardless of their MBA program," said W. Michael Mebane,

managing director of ICI. "Prospective employers can feel confident that candidates passing the exam have a solid command of the MBA core curriculum, making this new professional designation a valuable means of verifying an MBA's proficiency to present or future employers and colleagues."

In addition to receiving pass/did not pass results, each candidate receives a CMBA Skills Profile™ – a graphical summary of each candidate's strengths and weaknesses in the ten subject areas covered on the CMBA exam. The results represented by the CMBA Skills Profile are relative to the individual and designed to provide a personal assessment tool to assist in further strengthening and development of the individual's skills. By identifying specific strengths and relative weaknesses, an MBA can focus future efforts on improvement in weaker areas and/or choose an area of specialty that takes advantage of individual strengths.

ICI will offer the final form of the CMBA exam to any qualified MBA or MBA student beginning May 5, 2003, and is currently accepting applications. MBA students and graduates should apply now for the CMBA exam by visiting [www.CertifiedMBA.com](http://www.CertifiedMBA.com) or by calling ICI at 1-866-664-CMBA (1-866-664-2622). The exam is administered at Prometric testing centers.

**About ICI:**

*The International Certification Institute was founded to develop and deliver the CMBA exam in conjunction with Prometric. ICI is organized around its three primary constituencies - students, businesses and educators - and facilitates advisement and product development through its Council of Academic Advisors, Council of Business Advisors and Association of Certified MBAs (ACMBA). ICI's executive management is committed to working directly with this network of professional and academic bodies to add value to graduate business education and to the global institutions that depend on academic and certification institutions to educate business administrators.*

**About The Thomson Corporation and Prometric:**

*The Thomson Corporation, with 2002 revenues of \$7.8 billion, is a global leader in providing integrated information solutions to business and professional customers. The Corporation's common shares are listed on the Toronto and New York stock exchanges (TSX: TOC; NYSE: TOC). Its learning businesses and brands serve the needs of individuals, learning institutions, corporations and government agencies with products and services for both traditional and distributed learning.*

*Prometric ([www.prometric.com](http://www.prometric.com)) is the global leader in technology-enabled testing and assessment services for information technology certification, academic admissions and professional licensure and certifications. Prometric delivers standardized tests for more than 300 clients, in more than 25 languages, over the Web or through a global network of testing centers in more than 121 countries. Based in Baltimore, Md., Prometric employs more than 3,000 employees worldwide.*

###