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NEW CERTIFIED MBA™ WILL AID CORPORATE RECRUITERS

*CMBA Objectively Measures Students' Command of MBA Core Curriculum,
Boosting Hiring Confidence*

MOCKSVILLE, N.C. – According to a recent Graduate Management Admission Council (GMAC) survey of corporate recruiters, resources dedicated to MBA recruiting dropped in the past year as 40 percent of the companies responding reported a smaller full-time campus recruitment staff for 2002. In addition, the average number of schools at which respondents recruited dropped in 2002 compared to 2001.

To help recruiters improve the candidate screening process, the International Certification Institute (ICI), in conjunction with Galton Technologies, a part of Prometric and the leading provider of assessment and certification services, has developed the Certified MBA™, or CMBA, to confirm a student's command of the common body of knowledge required across all accredited MBA programs.

"Current economic conditions are causing companies to scrutinize their investment in human capital and increasing the need to eliminate any risk of a bad hire," said Mike Mebane, co-founder and managing director of ICI. "The CMBA will help improve MBA hiring decisions through its ability to objectively compare job candidates, regardless of MBA school or program type."

As developed, the CMBA measures an MBA student's mastery of the following four core curriculum areas required across all accredited MBA programs by the Association to Advance Collegiate Schools of Business (AACSB), the international nonprofit accrediting agency for bachelor's, master's and doctoral degree programs in business administration and accounting:

1. Financial reporting, analysis and markets
2. Domestic and global economic environments of organizations
3. Creation and distribution of goods and services
4. Human behavior in organizations

These core curriculum areas typically comprise a majority of first-year MBA coursework in traditional two year MBA programs and normally represent approximately 40 percent of a student's total semester hours when taken at the graduate level¹. They form the foundation for a student's specialty area of study.

As an additional measure of a student's command of the fundamentals, a CMBA Skills Profile™ will be provided to all those taking the exam. The CMBA Skills Profile assesses students' performance in 10 subject areas, enabling them to identify their strengths and match them with specific company needs.

"Grade point averages contain a degree of subjectivity based on various teaching styles, methods and programs, making them an unreliable tool to compare one student to another," added Mebane. "By focusing on the fundamentals, the CMBA allows for differences in teaching methods, coursework and specialty focus from one program to the next."

Regardless of economic conditions, growth in both the number of MBA graduates and degree-granting programs will continue to present significant challenges to recruiters. A record 112,258 MBA degrees were conferred in 1999-2000², and in the U.S. alone there are more than 900 universities offering a masters of business degree. In addition, research conducted by InterEd, Inc. recently predicted 50,000 students would be enrolled in online MBA programs in 2002 compared to 5,000 students in 2000.

"By being a universal standard, the CMBA levels the playing field across all MBA programs, effectively neutralizing the bias of school reputation or rank in the recruiting process and hiring decision," said Mebane. "The CMBA confirms that the skill level of a candidate meets certain standards, allowing companies to focus more on more subjective criteria, such as personality and leadership characteristics, to determine if he or she would be a successful fit for their organization."

MBA students and graduates have the opportunity to sign up for the CMBA by visiting www.CertifiedMBA.com, or by calling ICI at 1-866-664-CMBA (1-866-664-2622). Testing will begin in November 2002.

About ICI:

The International Certification Institute was founded to develop and deliver the CMBA exam in conjunction with Galton Technologies and Prometric. Based in Mocksville, N.C., 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 ICI Partners:

***Galton Technologies** (www.galton.com), a part of Prometric, provides cutting-edge, computer-based assessment and state-of-the-art certification development services. Providing a customized mix of consulting, item and test development, data management, training, research and software tools, Galton offers solutions and support for creating legally defensible exams and quality certification programs. Galton has been a leader in IT certification development serving clients such as Cisco, Oracle, Compaq, Lucent Technologies, Novell, Sun Microsystems, NCR, Nortel Networks and Intel. Galton Technologies is headquartered in Lindon, Utah.*

***Prometric** (www.prometric.com), a part of The Thomson Corporation, 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 200 clients, in more than 25 languages, over the web or through a network of more than 4,800 testing centers in more than 140 countries. Based in Baltimore, M.D., Prometric employs more than 3,000 employees worldwide.*

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¹ Association to Advance Collegiate Schools of Business Standards for Business Accreditation, February 2001

² Source: U.S. Department of Education