

Contact: Rob Bunnell or Atticus Simpson
Quixote Group
336.605.0363
rbunnell@quixotegroup.com
asimpson@quixotegroup.com

**Certified MBA™ Beta Testing Complete; Candidates Note Personal
Differentiation and Resume Attractiveness as Primary Motivators**
Analysis and Development of Final Form in Progress

MOCKSVILLE, N.C. – March 12, 2003 – In a survey of participants in the recent Certified MBA™, or CMBA, beta exam, 84 percent indicated they would use the CMBA designation to add to the attractiveness of their resume. The CMBA is being developed by the International Certification Institute (ICI) and its partners as the first objective measurement tool designed to enhance MBA marketability and the MBA hiring process. Testing for the CMBA beta exam concluded on January 31, and the overall analysis – including time analysis, item selection, building the final test form and establishing a cut score – is expected to last approximately three months.

“Our first group of candidates should receive their exam results some time in April, and those who pass will be the first CMBAs to enter the job market,” said W. Michael Mebane, managing director of ICI. “This elite group of MBAs will be equipped with an effective means of differentiation that confirms for employers that they have a solid command of business fundamentals and the personal ambition to gain an edge. In a few weeks – after the analysis and re-scoring the beta tests against the final form – an initial wave of certified MBAs will be in the job market, sitting across from prospective employers saying ‘I am a Certified MBA.’”

In the survey of CMBA beta exam participants, 70 percent of respondents indicated that they took the test to establish personal differentiation in the marketplace. Additionally, 49 percent plan to use it to convey credibility of their MBA program to others and more than 95 percent of beta testers rated the exam’s degree of difficulty at or above a reasonable level. Of those tested, only seven percent would not recommend that colleagues or classmates take the CMBA exam in the spring when it is available nationally and on an ongoing basis.

Final Stages of Exam Development

Prometric, the leading provider of assessment and state-of-the-art certification development services, is directing the test analysis and development, which has included contributions from 35 MBA program directors and approximately 150 MBA professors from across the country.

“Now that the beta candidates have provided their input to 900 initial test items, their responses will be thoroughly analyzed as we work through the most critical phase of building a valid, reliable and credible certification exam,” said Paul Jones, Director of Psychometrics at Prometric. “Thanks to exhaustive research and development with ICI and our subject matter experts leading up to the beta exam, we now have the raw data we need to develop a statistically sound and usable final test form.”

The current process of developing the final test form includes the following:

- Time Analysis: Using data captured during the beta exam, a time analysis – including the average period of time to complete each question – will be used to determine the duration and the number of items, or questions, to be included in the final exam.
- Item Selection: Each of the 900 beta items and their response rates will be scrutinized. Analysis in regard to performance, discrimination and clarity, as well as balance and relevance to each of the ten subject areas that make up the exam, will be considered in determining which ones will be eligible for inclusion in the final form of the CMBA exam.
- Building the Final Test Form: Prometric and its subject matter experts will build the final test form with the items that reflect a fair and distinguishable balance in each of the ten subject areas.
- Cut-Score Determination: Items in the final form will be re-analyzed in regard to beta exam responses to establish the final cut score, including minimum requirements in each subject area.
- Scoring Beta Results: Beta responses will be rescored versus the final form and, those who pass, will be the first Certified MBAs to enter the job market.

“MBA candidates and graduates are supporting our belief that they need a distinct means of differentiation in a crowded and competitive MBA job market,” said Mebane. “Additionally, many employers are excited about having an additional tool to enhance the MBA hiring process. The CMBA assesses directly the fundamental

knowledge and skill of a candidate allowing MBA employers more time to focus on the less objective considerations including organizational fit and drive and ambition.”

MBA students and graduates can apply now for the final form of CMBA exam by visiting www.CertifiedMBA.com or by calling ICI at 1-866-664-CMBA (1-866-664-2622). The exam will be administered at Prometric testing centers beginning later this spring.

About ICI:

The International Certification Institute was founded to develop and deliver the CMBA exam in conjunction with 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 Prometric:

Prometric (www.prometric.com), a part of The Thomson Corporation (NYSE: TOC, TSX: TOC), is the global leader in technology-enabled testing and assessment services, tools, and support for information technology certification, academic admissions, and professional licensure and certifications. Prometric also provides Computer-based driver's licensing services and support, and corporate testing services. Prometric electronically enables the development, authentication, delivery and scoring of tests and assessments aimed at improving outcome-oriented learning. We help our partners to manage the testing and assessment process toward their desired goals. Prometric provides services and tools to deliver tests for more than 300 clients, in more than 25 languages, over the Web and through a global network of testing centers in 121 countries. Based in Baltimore, Md., Prometric employs more than 3,000 employees worldwide.

###