



News Release

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For Immediate Release

South-Western Prepares MBA Graduates to Set Themselves Apart in Competitive Job Market.

New prep guide from leading educational business provider prepares professionals for MBA certification.

Cincinnati, OH, March 24, 2003 – South-Western, a part of The Thomson Corporation (TSX:TOC; NYSE:TOC) and the leading provider of business and economics education learning materials worldwide, now offers MBA students and graduates a chance to fully prepare for the new Certified MBA[®] Exam and prove their business competency to current and prospective employers with the *Certified MBA[®] Exam Prep Guide*.

“The crowded MBA market is filled with qualified job candidates. The *Certified MBA[®] Exam* will help MBA students distinguish themselves in a crowded job market and help employers improve MBA hiring decisions. This is particularly important given current economic conditions and the record number of MBA graduates competing for fewer MBA-level jobs,” says Rosemarie Console, Vice President of Market Development at South-Western. The CMBA is the only universal exam that measures an MBA student’s grasp of critical business knowledge.

Certified MBA[®] Exam ensures that MBA students are proficient in subject areas consistent with the four core curriculum areas required across all accredited MBA programs. The core curriculum areas are financial reporting, analysis and markets, domestic and global economic environments of organizations, creation and distribution of goods and services, and human behavior in organizations.

Developed by the best subject matter experts in the business field, South-Western’s *Certified MBA Exam Prep Guide* delivers nearly 1,700 highly-targeted practice exam questions aligned directly with the objectives for the 10 key subject areas covered in the actual CMBA Exam.

1. Financial Accounting
2. Managerial Accounting
3. Quantitative Methods
4. Microeconomics
5. Macroeconomics
6. Finance
7. Marketing Management
8. Operations Management
9. Organizational Behavior
10. Strategy

Complete with answers and test-taking tips, South-Western's *CMBA Exam Prep Guide* also provides study inventories to measure understanding and lists additional resources designed to help fully prepare learners for success on the CMBA Exam. Interactive electronic learning resources will also be available later this year.

The Certified MBA™ exam will be available to MBA students and graduates beginning May 5, 2003. Visit www.certifiedmba.com for complete information on the Certified MBA™ and the CMBA exam developed by the International Certification Institute (ICI) and administered at the 380 Prometric testing centers in the U.S. and Canada. The *Certified MBA Exam Prep Guide* is available at online at <http://professional.swlearning.com> or by calling 800-842-3636.

About The International Certification Institute (ICI)

The International Certification Institute (ICI) was founded to develop and deliver the CMBA exam. ICI is organized around three primary constituencies: students, businesses, and educators. Its directors facilitate advisement and product development through its Academic Advisors, Council of Business Advisors and the Association of CMBAs. ICI partnered with the leading provider of computer-based testing services and certification to development to ensure test validity. ICI also surveyed more than 100 MBA programs to develop an exam that reflects the subject matter considered most important. More than 150 professors currently teaching in MBA programs contributed to the specific objective questions that make up the exam.

About The Thomson Corporation and South-Western

The Thomson Corporation, with 2001 revenues of \$7.8 billion, is a global leader in providing integrated information solutions to business and professional customers. Thomson provides value-added information and technology to more than 20 million users in the fields of law, tax, accounting, financial services, higher education, reference information, corporate training and assessment, scientific research, and healthcare. The Corporation's common shares are listed on the New York and Toronto stock exchanges (TSX:TOC; NYSE:TOC). South-Western (www.swlearning.com) is part of Thomson Learning and the leading provider of business and economics learning materials worldwide, offering the most extensive selection in business educational materials on the market today for the K-12, higher education, corporate and professional business environments.

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