



# Press Release

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## FOR IMMEDIATE RELEASE

### **National Certification Board for Therapeutic Massage and Bodywork Awards Certification Contract to Pearson VUE**

**BLOOMINGTON, Minn., October 30, 2007** – Pearson VUE, the electronic certification and licensure testing business of Pearson, announced today the signing of an exclusive contract with the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB). Beginning January 1, 2008, its certification exams, the National Certification Examination for Therapeutic Massage and Bodywork (NCETMB) and the National Certification Examination for Therapeutic Massage (NCETM), will be delivered throughout the Pearson VUE-owned and -operated network of more than 200 Pearson Professional Centers nationwide.

The NCBTMB promotes the professionalism and credibility of therapeutic massage and bodywork to advance more uniform standards of practice and ethical conduct. The NCBTMB certifies bodywork and massage practitioners on behalf of the profession for the benefit of consumers, certificants and employers.

“We’re excited about bringing our certification exams to Pearson VUE,” said Christopher Laxton, chief executive officer, NCBTMB. “Professional credentials play a critical role in advancing the practice of therapeutic massage and bodywork. By working with Pearson VUE, we can make NCBTMB exams available to a greater number of practitioners and feel confident that they’ll have a positive testing experience.”

This relationship will help NCBTMB accomplish the following: reduce the time it takes to authorize candidates to test, process certifications more quickly, and improve overall customer service levels. Pearson VUE’s test registration process eliminates the delay between registration and testing—and exam results are reported immediately. In addition, Pearson VUE offers a number of tools that will help the NCBTMB board manage the program and provide excellent service to applicants.

“By testing in our Pearson Professional Centers, practitioners who are seeking certification will benefit from a maximum level of consistency, quality and security in the testing process, as well as excellent customer service,” said Robert Whelan, president of Pearson VUE. “At the same time, the National Certification Board for Therapeutic Massage and Bodywork will have better access to testing data and a test delivery partner that is committed to the success of their program.”

#### **About Pearson VUE**

Pearson VUE ([www.pearsonvue.com](http://www.pearsonvue.com)) is the global leader in electronic testing for regulatory and certification boards, providing a full suite of services from test development to test delivery to data management. Pearson VUE offers exams through the world’s largest network of test centers in 162 countries, providing testing services for information technology, academic, government and professional clients. Pearson VUE acquired the former Promissor in 2006, thereby extending its leadership in the certification market. The company’s innovative technology offers the highest levels of security and program control, while its commitment to service provides clients and individual test takers with an unmatched testing experience.

Pearson VUE is a business of Pearson (NYSE: PSO; LSE: PSON), the international media company, whose businesses include the Financial Times Group, Pearson Education and the Penguin Group.

**About NCBTMB**

The National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) was established in 1992 as an independent, private, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through a recognized credentialing program. NCBTMB examinations are currently utilized or recognized in statute or rule by 32 states plus the District of Columbia. There are currently 87,000 professionals with NCBTMB certification. NCBTMB has been accredited by the National Commission for Certifying Agencies (NCCA) since 1993.

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