

1,000 Programs Worldwide Now Recognize Pearson's New State-of-the-Art Measure of English Language Ability

LONDON, February 2, 2010

More than 1,000 programs worldwide now recognize or have agreed to recognize Pearson Test of English Academic (PTE Academic) to measure the English language proficiency of candidates for admission who are non-native English speakers. Pearson, the education, technology and services company, announced today that these 1,000 programs represent applications from almost 400,000 international students annually.

Launched in October 2009, PTE Academic is a new computer-based test of international academic English endorsed by the prestigious Graduate Management Admission Council® (GMAC®) as its preferred English language test. The test will be available in a minimum of 37 territories in 2010 including China, India, Japan, the United States, the United Kingdom, Australia, France, Spain, Italy and Canada.

PTE Academic meets the needs of universities, other higher education institutions and professional and government organizations requiring a real-life measure of test takers' ability to learn or work in an environment where academic English is the primary means of communication. Colleges and universities with undergraduate, graduate, international, business and multidisciplinary programs accepting PTE Academic scores are located in 20 territories around the world including Australia, Canada, China, France, Spain, the United Kingdom, New Zealand and the United States.

The test is recognized by an increasing number of the world's most renowned colleges, universities and training providers such as Navitas English, Dartmouth's Tuck School of Business, INSEAD, and the University of Edinburgh, and is also accepted by the United Kingdom Border Agency.

The 1000th program to accept PTE Academic scores was the IAE Aix-en-Provence business school in France.

The head of English at IAE-Aix, Nathalie Chalvesche, said "We are delighted with PTE Academic and believe it is a great leap forward in testing. It provides us with more information than any other test and the state-of-the-art security features mean that we can be absolutely confident that the student who comes to the school is the one who took the test"

As the worldwide global leader in publishing and assessment for education, Pearson combined comprehensive field tests involving nearly 11,000 participants, in-depth research and proven, proprietary automated scoring technologies to develop PTE Academic. The test fills a critical gap by providing a state-of-the-art, accurate measure of the English language speaking, listening, reading and writing abilities of non-native speakers.

"In less than a year since PTE Academic was announced, many of the world's most prestigious colleges and universities are turning to our test to measure the English language capabilities of international students applying to their programs," said

Mark Anderson, President, Global Strategy and Business Development, Pearson Education International. “As we continue to deliver tests to candidates around the world, we are confident that we are assisting institutions in making more informed admissions decisions by providing comprehensive, consistent and accurate information about test takers’ academic English language abilities.”

PTE Academic offers students more convenience with flexible test dates and times, faster test results and a complete set of authentic test preparation tools including online scored practice tests, the PTE Academic Skills Pod as well as PTE Academic Official Guide.

For more information visit www.pearsonpte.com or email pltpress@pearson.com

About PTE Academic

PTE Academic is a new computer-based test of international academic English. Through the use of 20 integrated and innovative item types, the test meets the needs of universities, business schools and professional and government organizations requiring a real-life measure of test takers’ ability to deal with academic English in communication.

A unique feature of PTE Academic is that test takers’ verbal and written responses are marked using Pearson’s automated scoring technologies. Research shows that the automated scoring technologies underlying PTE Academic produce scores comparable to human assessors but with the accuracy, consistency and objectivity of a machine, ensuring maximum reliability and validity.

Unlike human judgement which can be influenced by a variety of factors, an automated scoring system is impartial. This means that the system is not “distracted” by language-irrelevant factors such as test takers’ appearance or personality such as might happen in spoken interview tests. In addition, the impartiality of automated scoring means that test takers can be confident that they are being judged solely on their language performance and institutions can be confident that they would have earned the same result, regardless of where in the world the test had been administered.

For more information about the automated scoring technologies used to score PTE Academic, visit www.pearsonpte.com to download the white paper PTE Academic and Automated Scoring.

About Pearson Language Tests

Pearson Language Tests (PLT) is part of Pearson plc. PLT is developing PTE Academic in collaboration with the Graduate Management Admission Council® (GMAC®). Pearson Language Tests delivers a suite of English language proficiency tests called Pearson Tests of English. This currently includes the following products:

- Pearson Test of English Academic (PTE Academic)
- Pearson Test of English General (PTE General)
- Pearson Test of English Young Learners (PTE Young Learners).

About Pearson

Pearson (NYSE:PSO), the education, services, and technology company, reaches and engages today's digital natives with effective and personalized learning, as well as dedicated professional development for their teachers. Pearson's comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student at every level of education. Pearson's commitment to education for all is supported by the global philanthropic initiatives of the Pearson Foundation. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information, visit www.pearson.com.

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