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New MBA Certification Exam Goes 'Live'
Analysis of Initial CMBA Exam Confirms Advantages for MBAs

GREENSBORO, N.C. – April 15, 2003 – Having completed the initial examination process, the International Certification Institute (ICI) will offer the final form of the Certified MBA™ (CMBA) exam to any qualified Master of Business Administration (MBA) or MBA student beginning May 5, 2003, and is currently accepting applications. The initial examination process included determination of the pass/fail standard and development of the CMBA Skills Profile™ – a graphical summary of each candidate's strengths and weaknesses in the ten subject areas covered on the CMBA exam. Those who passed the initial exam will become the first Certified MBAs (CMBAs) in the job market, leveling the playing field and minimizing program bias via objective confirmation of their command of the business fundamentals, regardless of the MBA programs granting their degrees.

With a record number of MBA graduates entering the job market each year, businesses are finding a need to better evaluate the fundamental skill sets of MBA job candidates to reduce the risks of a bad hire and justify high MBA salary demands. Additionally, only 26 percent of MBAs had received or accepted a job offer near graduation in 2002, compared to 41 percent in 2001, according to the Graduate Management Admissions Council, leaving MBAs with a dire need for individual differentiation in the crowded job market. The CMBA addresses both perspectives by objectively confirming an MBA's command of the common body of knowledge required across all accredited MBA programs.

Of the applicant pool for the initial CMBA exam, results from a total of 304 candidates, representing 23 countries and more than 160 MBA programs, were included in the final analysis by ICI and its partner, Prometric – the leading provider of assessment and state-of-the-art certification services. A total of 162, or 54 percent, of the candidates who sat for the exam surpassed minimum proficiency levels. The passing standard was determined by a panel of experts comprised of MBA educators under the direction of Prometric and Dr. Paul M. Muchinsky, an acclaimed industrial psychologist, psychometrician, MBA professor and author.

"The value of the CMBA exam is to help employers hire competent employees with graduate training in business, as well as to enhance the marketability of individuals who become certified," said Dr. Muchinsky. "The overall results of the initial CMBA testing confirm

that attaining an MBA degree does not necessarily equate with being competent in business knowledge. The findings provide compelling evidence regarding the quality of MBA students entering the job market, and the CMBA designation can assist in the identification of qualified individuals through objective verification of the knowledge expected of an MBA."

In addition to receiving pass/did not pass results, each candidate receives a CMBA Skills Profile. The results represented by the CMBA Skills Profile are relative to the individual and designed to provide a personal assessment tool to assist in further strengthening and development of the individual's skills. By identifying specific strengths and relative weaknesses, an MBA can focus future efforts on improvement in weaker areas and/or choose an area of specialty that takes advantage of his or her individual strengths.

"Because nearly half of the initial candidate pool did not pass, the CMBA has proven itself to be a discriminating tool that can truly help the most knowledgeable MBAs differentiate themselves and stand out in a crowded job market, regardless of where they earned their degrees," said W. Michael Mebane, managing director of ICI. "Those who pass the exam can feel confident in their knowledge of the MBA core curriculum. I am certain that this new, objective professional designation will be a valuable means of verifying an MBA's knowledge to present or future employers and colleagues."

MBA students and graduates should apply now for the CMBA exam by visiting www.CertifiedMBA.com or by calling ICI at 1-866-664-CMBA (1-866-664-2622). The exam is administered at Prometric testing centers.

About ICI:

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

The Thomson Corporation, with 2002 revenues of \$7.8 billion, is a global leader in providing integrated information solutions to business and professional customers. The Corporation's common shares are listed on the Toronto and New York stock exchanges (TSX: TOC; NYSE: TOC). Its learning businesses and brands serve the needs of individuals, learning institutions, corporations and government agencies with products and services for both traditional and distributed learning.

Prometric (www.prometric.com) 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 300 clients, in more than 25 languages, over the Web or through a global network of testing centers in more than 121 countries. Based in Baltimore, Md., Prometric employs more than 3,000 employees worldwide.

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