

FOR IMMEDIATE RELEASE

Versant Spoken English Test Wins 2009 CRM Excellence Award From “Customer Interaction Solutions” Magazine

***Pearson’s Automated Test of Spoken English Honored
for Improving Clients’ Customer Relations***

PALO ALTO, Calif. – April 21, 2009 – The Versant™ English Test from Pearson is the winner of a 2009 CRM Excellence Award from Technology Marketing Corporation’s (TMC) “Customer Interaction Solutions®” magazine, the premier publication in the customer relationship management, contact center and teleservices industries. Formerly known as the Spoken English Tests (SET), Versant tests are the only completely automated tests of spoken languages.

“Pearson’s Versant English Test demonstrated to the editors of ‘Customer Interaction Solutions’ that it has substantially improved the processes of its clients’ businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious assets: their customers,” said Nadji Tehrani, founder and chairman of TMC, publisher of “Customer Interaction Solutions.”

The CRM Excellence Award relies on hard data to demonstrate the improvements that the winner’s product has made in clients’ businesses. The Tenth Annual CRM Excellence award winners were chosen on the basis of their product’s or service’s ability to help extend and expand the customer relationship to become all-encompassing, covering the entire enterprise and the entire lifetime of the customer.

Using the patented Ordinate® speech processing technology, the Versant English Test can be taken on a telephone or PC and is scored by computer in minutes. Detailed Versant scores describe the test taker’s ability to understand and speak English and are used to screen employees for selection or to measure their skills in training and development programs. The Versant line of spoken language assessments are used by organizations such as the U.S. Department of Homeland Security; multinational corporations for employment screening; world sports organizations, such as the Fédération Internationale de Football Association (FIFA) for the World Cup; and the Immigration and Naturalization Service in the Netherlands.

“We are honored to have Versant recognized by ‘Customer Interaction Solutions’ magazine. This award is further evidence of Versant’s prominence in the call center and business process outsourcing industries,” said Lynn Streeter, president, Knowledge Technologies, Pearson.

Versant was awarded the 2005 Technovation Award from the American Teleservices Association and has been adopted by many of the largest call center and business process outsourcing (BPO) operations in the United States, India, the Philippines and Latin America as the screening test they use to determine if a candidate’s spoken English is qualified for customer interaction.

Pearson’s Versant English Test will be featured in the May and June issues of “Customer Interaction Solutions” magazine. For more information about the Versant English Test, visit www.VersantTest.com or email sales@pearsonkt.com.

About Customer Interaction Solutions

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and

cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry.

About Pearson

The Knowledge Technologies group of Pearson creates unique technology for automated assessment of speech and text used in a variety of industry-leading products and services. These include the Versant line of automated spoken language tests built on Ordinate technology, and WriteToLearn automated written summary and essay evaluations using the Knowledge Analysis Technologies (KAT) engine.

Pearson (NYSE:PSO), the global leader in education and education technology, reaches and engages today's digital natives with effective and personalized learning, as well as dedicated professional development for their teachers. This commitment is demonstrated in the company's investment in innovative print and digital education materials for preK through college, student information systems and learning management systems, teacher professional development, career certification programs, and testing and assessment products that set the standard for the industry. The company's respected brands include Scott Foresman, Prentice Hall, Addison Wesley, Benjamin Cummings, PEMSolutions, Stanford 10, SuccessNet, MyLabs, PowerSchool, SuccessMaker and many others. 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, go to www.pearson.com.

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