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PEARSON LAUNCHES PILOT PROGRAM FOR NEW ENGLISH LANGUAGE TEST FOR COLLEGE AND UNIVERSITY STUDENTS

London, UK – Pearson, the international education and information company, will launch a pilot program in August for a new computer-based English language test for both college and university students.

The test is being developed and will be offered to students in collaboration with the Graduate Management Admission Council® (GMAC®), which owns the Graduate Management Admission Test® (GMAT®). The GMAT is the world's leading predictor of success in graduate management studies, taken by more than 200,000 students each year in 94 countries.

Designed to help colleges and universities better predict the ability of candidates to function in an academic environment where English is the language of instruction, the test will be piloted with approximately 5,000 students in about 30 locations around the world. Approximately ninety percent of those students will be non-English speaking. A formal launch of the new test is anticipated in 2008.

"As higher education becomes a worldwide industry, there is a growing demand for English language assessment and instruction. English language skills are often essential to academic success - including for many students who are proficient in other aspects of the curriculum. This test will meet the needs of the many colleges and universities that require an accurate measure of speaking, listening, reading and writing skills." said Marjorie Scardino, Pearson's chief executive.

Dave Wilson, president and CEO, GMAC, comments, "What makes this test distinctive is its focus on the needs of both schools and test-takers. Schools will have much more comprehensive and robust information about the actual language skills of applicants when they make admission decisions. At the same time, once roll out is complete, students will enjoy the ability to take the test by appointment, up to six days a week, through secure Pearson VUE test delivery centers."

For more information on the pilot program, contact Pearson Language Assessments via email at plaenquiries@pearson.com.