



Pearson VUE
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The Cooper Institute Signs Exclusive Contract with Pearson VUE For Computer-based Test Delivery

BLOOMINGTON, Minn., July 14, 2009 — Pearson VUE, the electronic certification and licensure testing business of Pearson, announced the signing of an exclusive contract with The Cooper Institute to begin computer-based test delivery of its Certified Personal Trainer program (CI-CPT). The examination will be delivered throughout the Pearson VUE-owned and -operated network of more than 200 Pearson Professional Centers nationwide.

The Cooper Institute is one of the most respected fitness certifications in the industry. The CI-CPT exam is accredited by the National Commission for Certifying Agencies (NCCA) – the gold standard of quality for certifying organizations. The CI-CPT exam is a stand-alone exam for persons interested in becoming a Certified Personal Trainer.

“We are excited to transition our program from paper and pencil to computer-based test delivery,” said Laura Fast, M.B.A., director of credentialing certifications, The Cooper Institute. “Our certification program will now be available on demand across the country, which will greatly increase access for our candidates.”

“We are pleased that The Cooper Institute has chosen Pearson VUE as its test delivery partner,” said Robert Whelan, president and chief executive officer of Pearson VUE. “The Cooper Institute’s reputation for providing premier certifications in the health and fitness industry along with Pearson VUE’s experience as a leader in the computer-based testing industry will surely prove to be a winning combination in the development and growth of this certification.”

About Pearson VUE

Pearson VUE (www.pearsonvue.com) is the global leader in computer-based testing for information technology, academic, government and professional testing programs around the world. Pearson VUE provides a full suite of services from test development to data management, and delivers exams through the world’s most comprehensive and secure network of test centers in 165 countries. 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 The Cooper Institute

The Cooper Institute (CI), established in 1970, by Kenneth H. Cooper, M.D., M.P.H., is a 501(c) (3) nonprofit dedicated to preventive medicine research and education. Dr. Cooper is widely considered the “Father of Aerobics” and is credited with sparking today’s fitness movement. Now CI is redefining health as a leader in reversing childhood obesity. CI’s FITNESSGRAM® is the fitness assessment of choice in schools across Texas and the U.S. Each year thousands worldwide take courses from The Institute to become health and fitness leaders. CI’s Personal Trainer Certification (CI-CPT) exam is nationally accredited by NCCA.

The Cooper Center Longitudinal Study (CCLS), made up of almost 100,000 patients’ records, is one of the most highly-referenced databases in the world and provides the basis for widely used fitness standards. You can help the world continue to learn about the best practices in preventive medicine by participating in CI’s research studies. Visit our web site to learn more about all our efforts or to support our life changing work with a donation, www.cooperinstitute.org. Learn all about calorie balance at www.standupandeat.org.

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