



PEARSON VUE AND THE RTA TEAM UP TO EXHIBIT AT GITEX

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Pearson VUE, the computer-based testing leader, has teamed up with the Road and Transport Authority (RTA) of Dubai to exhibit at GITEX Technology Week in Dubai, 18 – 22 October.

Pearson VUE delivers the Driver Testing System for the RTA, the first driving theory test of its kind in the region, and a team of Pearson VUE testing experts will be present to support the RTA at this influential conference in Dubai.

GITEX Technology Week brings together IT professionals from across the Middle East and beyond and offers numerous opportunities to network, see the latest launches and hear about the hot topics affecting the marketplace. As well as its presence on the RTA stand, Pearson VUE will also have its own exhibition booth within the UK pavilion, in Hall 7, Stand A7-44, in order to raise its profile and highlight its products and services and demonstrate the benefits for any organisations that need to assess their candidates or employees.

Suzana Lopes, Pearson VUE's VP of Sales and Marketing (EMEA), said: "Our aim at the show is to promote our test development services and global test centre network, plus we will be showcasing our latest project, the high tech Driver Testing System for the RTA."

"GITEX is a vital component in our events calendar in the EMEA region; it's an ideal opportunity to meet our test centre partners and key contacts in the public and private sector who are considering enhancing their existing test programmes, and the Middle East market is a critical region to our test centre network."

Ends.



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Notes to editors: Pearson VUE (www.pearsonvue.co.uk) is a global leader in computer-based testing for information technology, academic, government and professional testing programmes 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 centres 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.