



**Press Release**  
**January 2009**

## **PEARSON VUE TO EXHIBIT AT THE 7<sup>TH</sup> E-ASSESSMENT QUESTION CONFERENCE**

PEARSON VUE has confirmed that it will be exhibiting at the e-Assessment Question Conference in London on 18-19 March 2009.

The event, hosted at the Shaw Theatre and Novotel St Pancras, will be the seventh since its inception in 2002, and is an important one in Pearson VUE's UK calendar. As one of the pioneers of e-Assessment, Pearson VUE shares the objectives of the conference, which are to raise awareness of the importance and benefits of computer-based testing over the traditional pencil-and-paper methods that are still widely employed.

Ivan Coutinho, Business Development Executive at Pearson VUE, will be hosting the company's exhibit at the event. He expects the event to be a crucial one for the industry and the UK education system as a whole:

"This is the ideal forum for all the major players in e-Assessment, and we always find it useful to share ideas, best practice, lessons and opportunities with our peers, competitors, clients and prospects.

"It is also a great opportunity for people involved in education to challenge our industry with some of their questions and issues surrounding what we offer; and an opportunity for us in turn to demonstrate that modern e-Assessment technology gives the most accurate, secure, reliable and robust testing platform."

More information on the conference can be found at [www.e-assess.co.uk](http://www.e-assess.co.uk)

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**Media contacts:** Oliver Cheshier or Jessica Hope at Gyro International, (+44 161 876 5522),  
[oliver.cheshier@gyrointernational.com](mailto:oliver.cheshier@gyrointernational.com) / [jessica.hope@gyrointernational.com](mailto:jessica.hope@gyrointernational.com)

**Notes to editors:** Pearson VUE ([www.pearsonvue.co.uk](http://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 largest and most secure network of test centres in 162 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.