

Helen Doron Educational Group Partners With Global Leader in Education, Assessment and Technology to Expand Access to Premier English Language Assessments

Premier Language Learning Group and Pearson Join Forces to Promote Pearson Test of English General and Pearson Test of English Young Learners

LONDON - June 01, 2010 - Pearson and Helen Doron Educational Group today announced a partnership to prepare test takers for Pearson's tests of English language proficiency. As a result of this new collaboration, more than 30,000 of the 100,000 students enrolled at Helen Doron Early English Centers around the world will now have access to test preparation and support for Pearson Test of English General (PTE General) and Pearson Test of English Young Learners (PTE Young Learners).

Helen Doron Educational Group provides exclusive English language learning programs and quality educational materials for more than 100,000 babies, children and adolescents worldwide each year. With an expanding network of more than 500 learning centers in 27 territories throughout Europe, Asia and the Americas, the organization has served more than one million children since it was founded in 1985, by CEO Helen Doron, an internationally renowned linguist.

"For the last quarter of a century, our focus has been on providing learners with language acquisition tools that go beyond the mere mechanics of reading and writing to emphasize the critical importance of understanding and speaking," said Ms. Doron. "PTE General and PTE Young Learners are precisely the type of language assessment tools that take this holistic approach to measuring English language ability."

She added, "We are proud to add them to the portfolio of offerings in our centers around the world."

PTE General is a suite of scenario-based English language tests designed to allow students who are speakers of other languages the freedom to express themselves and demonstrate how well they can use English. It assesses all areas of language ability - listening, reading, speaking and writing - providing an overall picture of the test taker's English language abilities.

PTE Young Learners is a suite of international English language tests for younger children (ages 7 to 12) who are learning English as a foreign language. PTE Young Learners is a theme-based test which is designed to be fun and motivating. At the lower levels, it aims to test how well children can use language structures and, at the higher levels, how well they can use language to complete communicative tasks.

"At Pearson, we are committed to raising worldwide standards in English language testing," said Mark Anderson, President, Global Strategy and Business Development, Pearson International. "Partnering with a premier language learning organization, such as Helen Doron Educational Group, to expand the reach of our language assessments to learners of all ages around the world is an important step in achieving this critical goal."

About Helen Doron Early English

Since its inception a quarter century ago, Helen Doron Early English has been at the forefront of promoting early language acquisition and has evolved along with the international dialogue on bilingualism and multilingualism. Helen Doron Early English continues to play an important role in the campaign to develop foreign language awareness in young children.

About Pearson

Pearson has global-reach and market-leading businesses in education, business information and consumer publishing (NYSE: PSO).

About Pearson Tests of English

Pearson Tests of English currently includes the following products:

- Pearson Test of English Academic (PTE Academic)
- Pearson Test of English General (PTE General)
- Pearson Test of English Young Learners (PTE Young Learners)

For more information, press only: