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FOR IMMEDIATE RELEASE

MI Expands Certification and Licensure Expertise with Acquisition

DURHAM, NC – July 1, 2010 -- Measurement Incorporated (MI) announces the acquisition of Measurement Research Associates, Inc. (MRA), a Chicago, IL company specializing in providing quality and personalized psychometric services to certification and licensure boards and associations. This acquisition expands MI's professional staff and adds nearly twenty certification and licensure programs to those already managed by MI. In particular, MRA brings with them a substantial base of clients representing medical and dental specialty boards. Adding this unique specialization to MI's already varied resume expands the company's capacity to serve a large and important segment of the professional certification and licensure market.

Dr. Henry Scherich, MI president and founder, views this acquisition as an opportunity to provide clients with enhanced services as well as the ongoing excellent service they have become accustomed to over the years. "MRA's unique presence in the medical specialty field is a natural complement to our growing certification and licensure business. In addition, the companies share common business values including an uncommon commitment to customer satisfaction." Additionally, MI is pleased that Dr. Mary Lunz, MRA founder and Executive Director, has agreed to serve as a consultant for MI for a period of time in order to ensure a seamless transition with MRA's clients.

MRA will continue to operate under its current name as a division of Measurement Incorporated and will maintain offices in the Chicago area while drawing on the added resources in MI's corporate headquarters in Durham, North Carolina. Dr. Craig Deville, Director of Psychometric Services at MI, will become the manager of all of MI's

certification & licensure activities in the Chicago and Durham offices. Dr. Deville and Dr. Lunz were colleagues early in their careers and stayed in touch throughout the years. Dr. Lunz is a noted expert in oral assessment and the Rasch models. For more than 25 years, MRA has been providing quality test development and personalized psychometric services to medical and dental specialty certification and licensure boards and associations.

About Measurement Incorporated

Founded in 1980, Measurement Incorporated provides a complete range of testing services, assessment technologies, technical assistance, and program evaluation services under contract to state and local education agencies and professional associations. MI specializes in the development, administration, scoring, analysis, and reporting of large-scale, high-stakes testing programs. The company's well-established corporate philosophy is built on an uncommon commitment to client satisfaction and dedication to the overarching goal of "Excellence in Assessment."