



PRESS RELEASE

ASC and 4ROI Announce Strategic Partnership

MINNEAPOLIS/SAINT PAUL, MN – January 5, 2011: Assessment Systems Corporation (www.assess.com) and 4ROI (www.4roi.com) have announced a strategic partnership that provides a completely customizable end-to-end solution for testing and assessment programs. The partnership utilizes the unique core strengths of each company to provide a comprehensive and coordinated solution, thereby providing better service to their clients. ASC's core competencies are in the areas of test development and psychometrics, while 4ROI brings expertise in operational issues involved with web-based management of the professional certification process such as: registration systems, test delivery, access to a network of secure computerized testing centers, and documentation of certification. Organizations interested in a complete yet cost-effective testing solution are encouraged to contact solutions@assess.com.

This merging of capabilities covers all major aspects of the assessment process, with a focus on professional credentialing:

- Job analysis and test specification studies
- Item bank management (or software for you to manage your own)
- Item writing and review workshops
- Standard setting (cutscore) studies
- Assemble and manage test forms
- Psychometrics (item analysis, equating, etc.)
- Register examinees and process payment
- Fully automated administration and notifications
- Deliver tests online or via paper, proctored (test centers) or unproctored
- Score and manage test results
- Process credential materials (e.g., certificates)
- Secure hosting
- Accreditation application support

“We have had a great experience working with 4ROI and are excited to add their test delivery network and examinee data processing expertise to our capabilities,” said David J. Weiss, President of ASC. “Their focus on quality systems and customer service fits perfectly with the vision of ASC.”

“ASC leadership in advanced psychometric techniques allows clients to generate the best assessments possible,” Keith Morical, President of 4ROI stated, “it is a perfect complement to our state-of-the-art certification systems giving clients a high quality, cost-effective alternative for providing accredited certification.”

ASC and 4ROI have been working together to deliver assessment solutions since 2007. Most notably, they have produced the most powerful web-based system available for online assessment, FastTEST Web

(www.fasttestweb.com). FastTEST Web integrates the entire test development cycle, from item writing and review, to online or paper test delivery, through results management and psychometric analysis. This project successfully blended 4ROI's unmatched expertise with web-based assessment and ASC's extensive experience in psychometrics and computerized adaptive testing.

4ROI's Certifior™ is a fully-automated end-to-end online certification process, from payment through reporting, that can be customized to specific certifying bodies' needs, regardless of an organization's size. Certifior allows companies to provide secure, efficient and timely certification services with minimal, or no, operational resources.

ASC brings over 30 years of experience and the expertise of four Ph.D. psychometricians with experience in topics such as item writing, standard setting, automated test assembly, item response theory (IRT), and computerized adaptive testing (CAT). ASC's consulting process is client-focused and designed to be both psychometrically sophisticated and cost-efficient.

ASC also provides software tools for a full range of psychometric procedures and processes, empowering organizations to produce more reliable tests while also streamlining the business and operations of test development and psychometrics. The full catalog of software is available in the ASC web store at www.assess.com.

Together ASC and 4ROI have led accreditation of numerous certification programs for clients in a variety of fields.

About 4ROI

4ROI is a leader in the development and administration of efficient internet-based assessments and accredited certification tools. 4ROI builds assessment tools for clients to use as their own or to sell to others, as well as offering a range of brand assessments. 4ROI supports business, educational, and governmental service providers by conceptualizing, implementing, and commercializing online assessment systems and certification programs. 4ROI has built over 500 assessment systems for clients ranging from Fortune 100 organizations to single-person consulting firms, and delivers these assessments throughout the United States as well as internationally . www.4roi.com

About ASC

ASC is the world's foremost provider of a full range of software for the development, analysis, and electronic delivery of exams, from item banking and standard setting to item response theory (IRT) analysis and computerized adaptive testing (CAT). In addition to providing the software, ASC provides comprehensive test development consulting and educational workshops on basic and advanced psychometrics. ASC's mission is to help you design, deliver, and analyze tests with the psychometric rigor necessary to ensure that they are precise, valid, and legally defensible. www.assess.com

