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**PEARSON PRENTICE HALL TEAMS WITH
NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION
TO CREATE NRAEF MANAGEFIRST PROGRAM™**

American Express is Founding Partner

Upper Saddle River, NJ – February 2, 2006 – Pearson Prentice Hall has formed a partnership with the National Restaurant Association Educational Foundation (NRAEF) to publish NRAEF ManageFirst Program, designed to prepare and certify post-secondary students as qualified professionals in the restaurant, hospitality, and food service industries. The program is made possible by the generous contribution of Founding Partner American Express.

The NRAEF ManageFirst Program, based on a set of competencies defined by more than 200 academics, operators, hiring managers and executives as those needed for success, will include a set of competency guides, exams, instructor resources, certificates, a new NRAEF ManageFirst Professional™ credential, support activities, and services.

Pearson Prentice Hall will publish and distribute all NRAEF ManageFirst competency guides, which contain essential content, learning activities, assessments, case studies, suggested field trips and research projects, professional profiles, and testimonials.

The guides, which align with on-campus hospitality management courses, will be published in the areas of Hospitality and Restaurant Management; Controlling Foodservice Costs; Human Resources Management and Supervision; Managerial Accounting; Inventory and Purchasing; Customer Service; Food Production; Menu Marketing and Management; Restaurant Marketing; and Nutrition.

The NRAEF ManageFirst Program can be used at two- or four-year restaurant, foodservice, and hospitality programs, proprietary schools, and technical/vocational career education schools.

“Helping students achieve their career goals is at the heart of everything we do,” said Robin Baliszewski, President, Prentice Hall Career, Health, Education and Technology (CHET). “Through this important new program, we are providing faculty and students with the tools they need to enhance their classroom experiences, preparing students for hospitality management careers, and equipping them with the skills that are essential to their advancement and career success.”

“Pearson Prentice Hall is the perfect partner to bring students and educators the NRAEF ManageFirst Program,” said Mary M. Adolf, President & CEO, NRAEF. “This unique, new program will help students build skills specifically identified by the restaurant and foodservice industry as essential for success.”

“The NRAEF ManageFirst Program is an incredible resource for talent development within the restaurant industry, and American Express is proud to offer our support for this critical effort,” said Hans Lindh, Vice President, Restaurant Industry, American Express Establishment Services.”

About Pearson Prentice Hall

Pearson Prentice Hall is the world's largest publisher of academic and reference textbooks and is committed to providing the most innovative, flexible, and powerful educational materials available today.

About Pearson Education

Educating 100 million people worldwide, Pearson Education (www.pearsoned.com) is the global leader in educational publishing, providing research-based print and digital programs to help students of all ages learn at their own pace, in their own way. While virtually all students in America learn from a Pearson program at some point in their educational career, about three million college students are currently pursuing their courses online using Pearson Higher Education's products. The company is home to such renowned publishing brands as Pearson Prentice Hall, Pearson Longman, Pearson Addison Wesley, Pearson Allyn & Bacon and Pearson Benjamin Cummings. Pearson Education is part of Pearson (NYSE: PSO; LSE: PSON), the international media company. In addition to Pearson Education, Pearson's primary operations include the Financial Times Group and the Penguin Group

About the National Restaurant Association Educational Foundation

The National Restaurant Association Educational Foundation (NRAEF) is a not-for-profit organization dedicated to fulfilling the educational mission of the National Restaurant Association. Focusing on three key strategies of risk management, recruitment and retention, the NRAEF is the premier provider of educational resources, materials, and programs, which address attracting, developing and retaining the industry's workforce. For more information on the NRAEF, please visit our Web site at www.nraef.org.

About American Express

Establishment Services is the merchant network of American Express, which acquires and maintains relationships with millions of merchants around the globe, which welcome American Express-branded Cards. American Express Company (www.americanexpress.com) is a leading global payments, network, travel, and banking company founded in 1850.

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