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Universal Accreditation Board Announces Q3 2008 Results

NEW YORK, October 13, 2008 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced third quarter results for the Examination for Accreditation in Public Relations.

July-September 2008 Results & Quarter-Over-Quarter Comparisons

Activity	Jul-Sep 2007	Jul-Sep 2008	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	91	78	-14.2	1,725
Candidates participating in Readiness Review	64	87	35.9	1,209
Candidates Advanced from Readiness Review	55	72	30.9	1,035
Candidates completing the computer-based Examination	74	73	-1.3	1,030
Candidates passing the computer-based Examination	50	42	-16.0	702
Computer-based Examination Pass Rate	67%	57%	-14.9	68%

“We’re encouraged by the increase in the number of candidates participating in the Readiness Review process and advancing to the final step in the Accreditation process – the computer-based Examination,” said Michael Tullier, APR, 2008 chair of the Universal Accreditation Board.

“The foundations of our profession—the strategic, managerial and ethical practice of public relations—are defined through the Accreditation in Public Relations program,” Tullier continued. “APRs demonstrate their mastery of the knowledge, skills and abilities demanded of public relations professionals in today’s critical business environment.”

The attached bar graphs depict overall trends since the program’s inception as well as the fluctuation in month-to-month results.

The Universal Accreditation Board administers the Examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations (APR) designation. The UAB was established in 1998 by a coalition of public relations professional organizations including the Agricultural Relations Council, Asociación de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, Maine Public Relations

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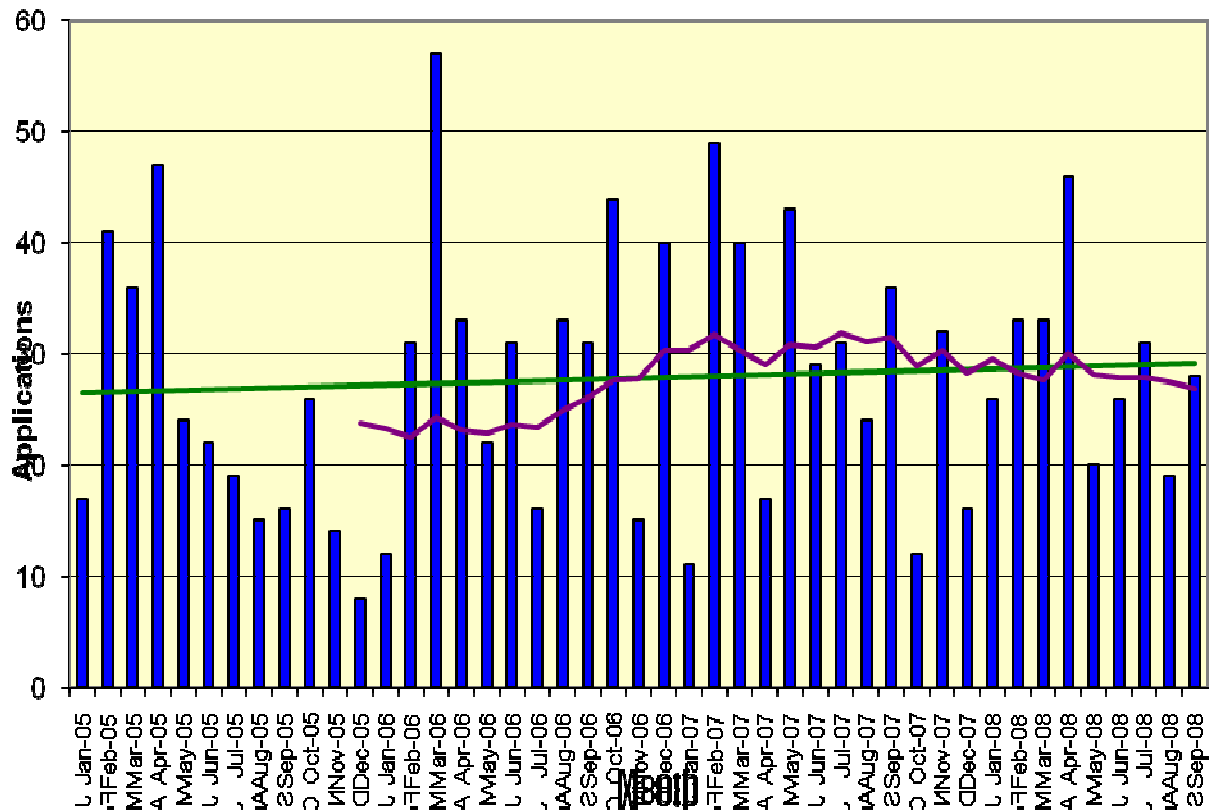
Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members representing all segments of the public relations profession.

For a complete list of UAB members and other information about the APR designation, visit www.praccreditation.org.

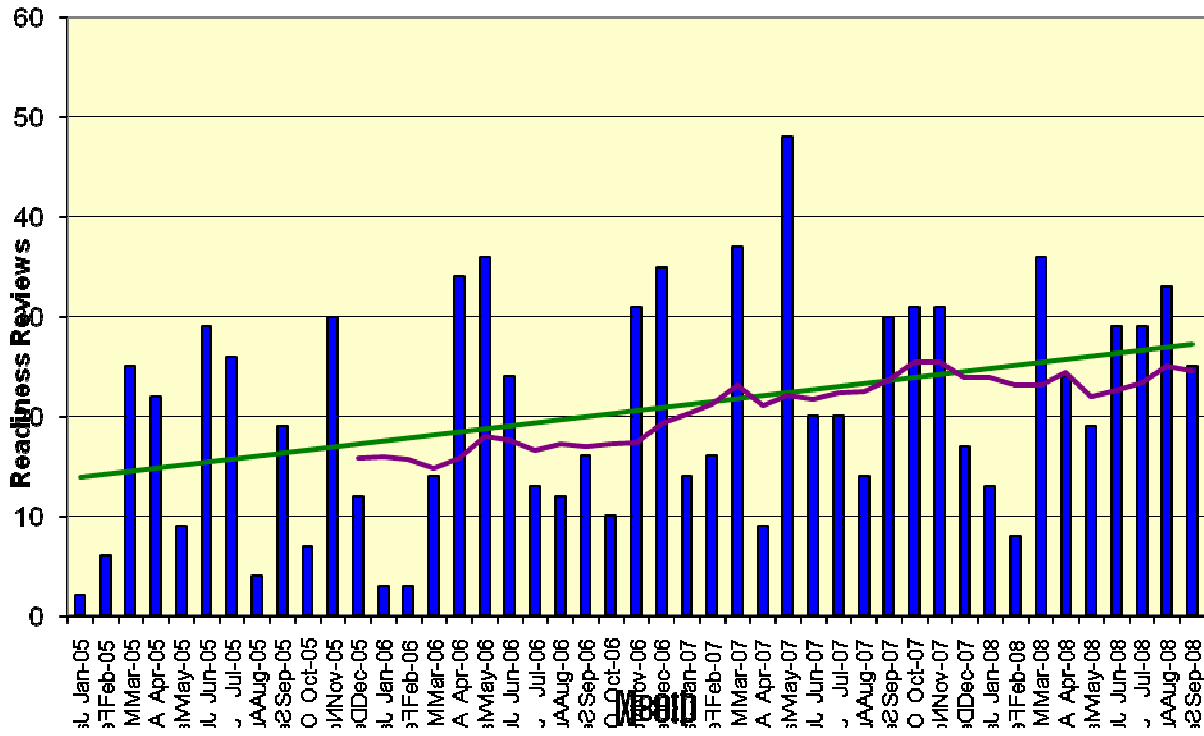
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NOTE: Trend graphs follow.

Applications by Month



Readiness Reviews by Month



Examinations by Month

