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*For Immediate Release*

**PES Contact:** Kenneth J. Doucet  
Director of Business Development & Marketing  
212.367.4235 • kdoucet@proexam.org

## **PES to Develop and Administer Web-based Course Registration and Certification Program for the National SAFE KIDS Campaign**

New York, NY, May 26, 2004 – The National Safe Kids Campaign (SAFE KIDS) has selected Professional Examination Service (PES) to develop and administer a Web-based system for managing the training, initial certification, and follow-up re-certification activities of the SAFE KIDS Child Passenger Safety (CPS) Certification Program.

The system went live on March 1, 2004 and includes functionality for centralized CPS course scheduling, as well as for registration and payment for CPS courses and certification testing. It also includes secure access for updating or retrieval of CPS technician and instructor records, and administrative oversight by SAFE KIDS and other key stakeholders. PES distributes course materials and examinations for onsite paper and pencil testing of technicians. Recertification testing is offered via a Web-based testing application, in partnership with TesTrac.com of Minneapolis, MN.

Commenting on the agreement, I. Leon Smith, President and CEO of PES, said, “We are pleased to be working in partnership with SAFE KIDS, and in support of their important mission and service to the public. The system that PES has developed for SAFE KIDS is a great example of how a single interface can be used to manage both training and testing activity, and how technology can be leveraged to enhance an already successful certification program.”

Beverly Farinelli, Chief Operating Officer for the National SAFE KIDS Campaign, offered, “Our relationship with PES enables us to efficiently support the certification needs of CPS instructors and technicians. Through our relationship, we will continue to enhance the functionality of the system to provide a comprehensive service as well as rapid customer service response.”

In addition to systems development and program management, the agreement calls for PES to provide a broad range of testing services, including online re-certification testing, printing and fulfillment of examinations, course materials and certificates, examination scoring, and customer service.

**About SAFE KIDS** — The National SAFE KIDS Campaign is the first and only national non-profit organization dedicated solely to the prevention of unintentional childhood injury — the number one killer of children ages 14 and under. SAFE KIDS administers CPS courses, which include training materials developed by the National Highway Traffic Safety Administration, and grants CPS certifications. Since 1998, SAFE KIDS has certified more than 40,000 Child Passenger Safety Technicians.

**About PES** — For more than 60 years, PES has been a leader in creating, implementing, and enhancing quality credentialing programs for clients across a broad range of occupations. Founded in 1941 as a nonprofit corporation, PES’s mission is to promote the public welfare by communicating and demonstrating the value of credentialing. PES achieves its mission by providing a unique level of personalized service and by making public service contributions in support of credentialing activities that include licensure and certification, competency assurance, accreditation, and training-related certification.