



FOR IMMEDIATE RELEASE

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**NORAL GROUP INTERNATIONAL, INC. AWARDED  
CONTRACT WITH THE NATIONAL ASSESSMENT GOVERNING BOARD**

September 2, 2009 – Washington, DC – Noral Group International, Inc. has been awarded a new contract with the National Assessment Governing Board . The Governing Board sets policy for the National Assessment of Educational Progress (NAEP), also known as the Nation’s Report Card of student achievement at grades 4, 8, and 12. Under the contract, Noral Group will assist the Governing Board as it launches the work of the recently-established NAEP Business Policy Task Force. Specifically, Noral Group’s leadership will support the task force’s efforts to improve the relevance of NAEP results and increase the awareness about NAEP products and services within the U.S. business sector.

“I am extremely pleased Noral has been selected to support the important work of the Governing Board’s new NAEP Business Policy Task Force,” said Eva Kasten, president and founder of Noral Group. “Public-private integration is critical to driving sustainable progress in education. I applaud the Board for proactively seeking input and feedback from the business community via the task force, with representatives from a wide variety of industries.”

The Governing Board, an independent body created by Congress, established the NAEP Business Policy Task Force as a key component of its outreach initiatives. The task force is a group of thirteen business leaders from across the U.S. committed to the improvement of the academic achievement of U.S. students. The task force’s inaugural meeting will take place in Washington, DC on October 19, 2009. For additional information on the Governing Board, the NAEP Business Policy Task Force, and the NAEP, please visit [www.nagb.org](http://www.nagb.org) and <http://nces.ed.gov/nationsreportcard/>.

**About Noral Group International, Inc.**

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a ten year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good.