



For Immediate Release

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

September 28, 2010 – 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*, which tracks student achievement at grades 4, 8, and 12. The new contract kicks off Noral's second straight year of work with the Governing Board.

For a second year, Noral will assist the Governing Board with support for its NAEP Business Policy Task Force. The purpose of the Task Force is to help the Governing Board improve the dissemination of NAEP data to the business community, and to provide the Board with the perspective of the business community on NAEP policy issues and projects.

"Reaching the business community to raise awareness for NAEP data and the work of the Governing Board is a timely undertaking," said Eva Kasten, founder and president of Noral. "The student assessment data that NAEP provides is more important than ever as U.S. businesses must respond to the preparedness of their future workforce for today's global economy. I applaud the Governing Board for continuing to reach out to the business community via the Business Policy Task Force."

The Governing Board, an independent body created by Congress, established the NAEP Business Policy Task Force in 2009 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. For additional information on the Governing Board, the NAEP Business Policy Task Force, and the NAEP, please visit 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 an eleven-year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good. www.noralgroup.com

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