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Universal Accreditation Board Announces Q2 2008 Results

NEW YORK, August 6, 2008 – The **Universal Accreditation Board** (UAB), the leading certification body for the public relations profession, today announced second quarter results for the Examination for Accreditation in Public Relations.

April-June 2008 Results & Quarter-Over-Quarter Comparisons

Activity	Apr-Jun 2007	Apr-Jun 2008	% Change	Grand Totals Since July 1, 2003
Candidate applications approved by UAB	89	92	+3%	1,647
Candidates participating in Readiness Review	77	72	-6%	1,122
Candidates Advanced from Readiness Review	65	65	-	963
Candidates completing the computer-based Examination	86	80	-7%	957
Candidates passing the computer-based Examination	61	57	-7%	660
Computer-based Examination Pass Rate	71%	71%		69%

“The number of public relations professionals pursuing Accreditation dipped slightly based on second quarter 2007, but these same data demonstrate to us that the interest in Accreditation is consistent,” said Michael Tullier, APR, 2008 chairman of the Universal Accreditation Board. “We continue to work with representatives of each of our nine participating organizations to support their individual efforts to recruit new candidates, as well as to retain and mentor the hundreds of professionals currently seeking our credential.”

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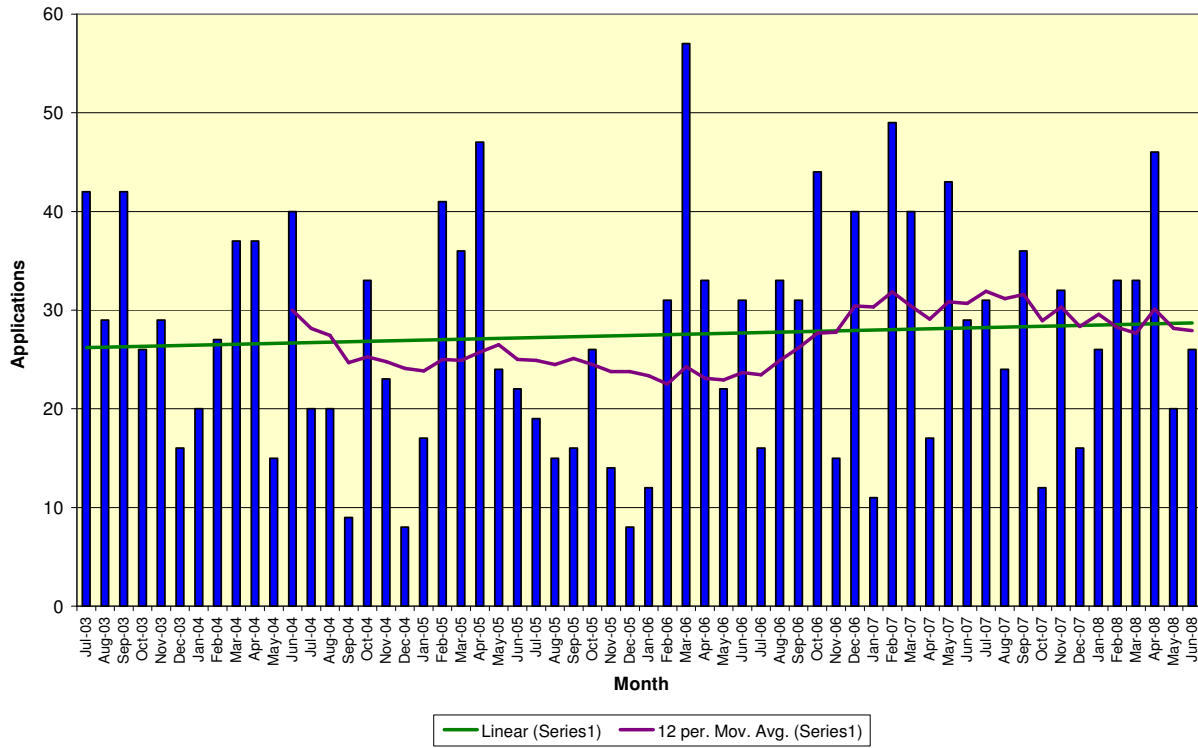
Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation and Texas Public Relations Association. Each organization contributes resources and senior-level volunteer members representing all segments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

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

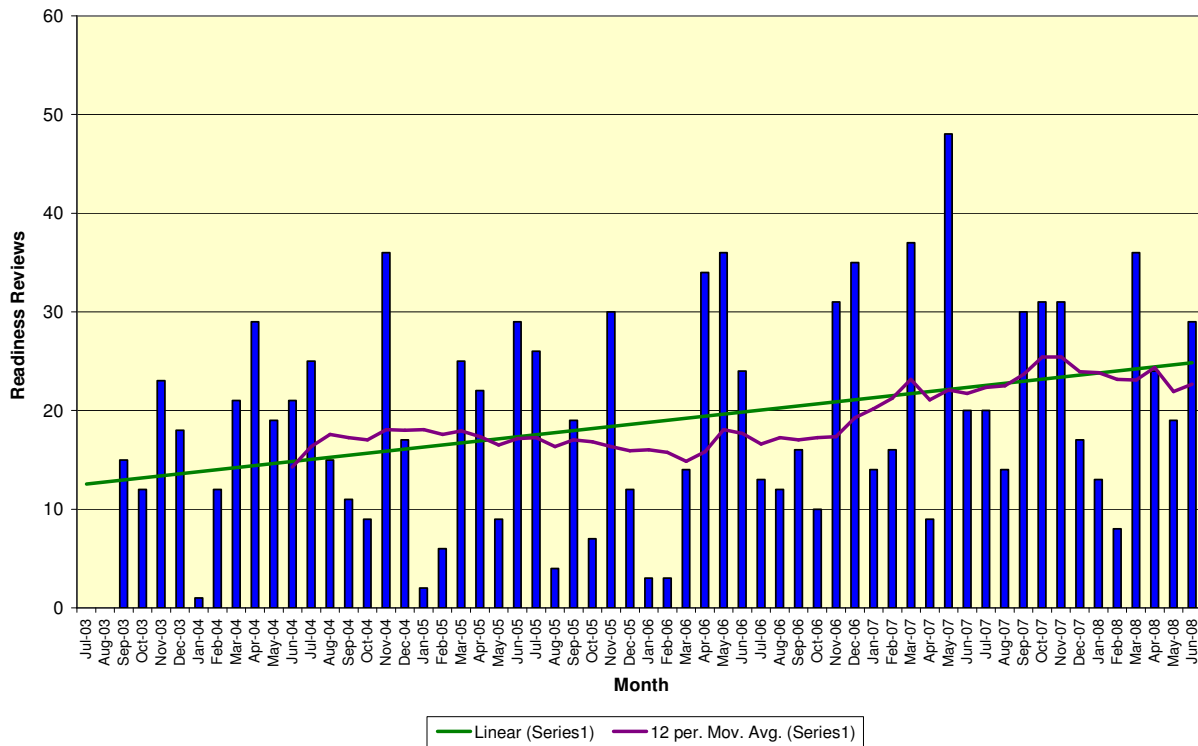
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NOTE: Trend graphs follow.

Applications by Month



Readiness Reviews by Month



Examinations by Month

