

Pearson Acquires ADHD Testing Company, BioBehavioral Diagnostics

The Quotient ADHD Test Offers Physicians, Mental Health Professionals and Educators Objective Assessment of ADHD

BLOOMINGTON, Minn. — Aug. 27, 2013— Pearson today announced the acquisition of substantially all of the assets of the [BioBehavioral Diagnostics Company \(BioBDx\)](#), the developer and marketer of the Quotient[®] System, the first U.S. FDA-cleared tool for the objective measurement of hyperactivity, impulsivity and inattention as an aid in the assessment of attention deficit hyperactivity disorder (ADHD). The Quotient ADHD Test provides quantitative analysis of motion, attention and shifts in attention states, bringing a new level of rigor and reliability to ADHD diagnosis and remediation. Focusing on a highly prevalent condition known to pose serious challenges to educational outcomes, this acquisition marks a strategic entry into healthcare markets for Pearson, the world leader in clinical and educational assessment for learners.

The Quotient ADHD Test quantifies the severity of deficits in brain functions related to the symptoms of ADHD and helps clinicians to accurately diagnose and efficiently manage the condition through repeat assessments at critical decision points. The Quotient ADHD Test is currently used in pediatric, neurology and psychiatry offices throughout the United States.

“We are taking immediate steps to strengthen support for current Quotient customers and expand our outreach to healthcare professionals,” said Aurelio Prifitera, President and CEO of Pearson Clinical Assessment. “We also look forward to introducing the Quotient ADHD Test to mental health and education professionals in both clinical and school settings.”

ADHD is the most common neurobehavioral condition in children, and symptoms persist into adulthood in approximately 60 percent of cases. It affects approximately 6.7 million children and adolescents and nearly 15 million adults in the United States. ADHD makes it difficult for a person to control behavior and may have serious consequences, including failure in school, family stress and disruption, depression, problems with relationships, substance abuse, delinquency, risk for accidental injuries and job failure. Early identification and effective treatment are extremely important. As such, ADHD is a condition that is central to Pearson’s vision to meet the educational needs across a spectrum of individuals.

Byron Hewett, Chairman and CEO of BioBDx, said, “As a part of Pearson, Quotient product development, clinical trials and commercial activities will be funded more robustly and the product will be offered to an even broader audience. This will accelerate awareness and adoption, improve efficiency of patient visits and, ultimately, raise the standard of care for ADHD. Our team has deep expertise in the diagnostic world, and we believe Pearson will benefit from that expertise in the years to come.”

About Pearson

Pearson is the world’s leading learning company, providing educational materials and services and business information through the Financial Times Group. Pearson serves learners of all ages around the globe, employing 41,000 people in more than 70 countries. For more information, visit www.pearson.com.

For more information, press only:

Pearson: Lisa Wolfe, lwolfe@lwolfe.com