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# ***News Release***

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## **Bisk Education Launches CPA Ready™ Product Line**

**TAMPA, Florida** – Bisk Education, Inc., a leading CPA Review provider that has helped over 140,000 candidates pass the CPA Exam since 1971, today unveiled its new CPA Ready product line – designed specifically to help candidates pass the new computer-based CPA Exam.

Featuring a structured professor-led online review as well as independent self-study programs on CD-ROM, video, audio and text (all fully updated for the computer-based exam), the CPA Ready line represents “a new paradigm in CPA Exam preparation,” according to Nathan M. Bisk, founder and chairman of Bisk Education, the nation’s largest exclusive e-learning organization.

“With CPA Ready, exam candidates can develop personalized study plans, chat with America’s leading CPA Review instructors, pinpoint their test-taking strengths and weaknesses and sit for an unlimited number of final exams that are formatted just like the real thing,” Bisk said. “There really is no better way to prepare. That’s why we can confidently say ‘complete our CPA Ready online or software review and we guarantee you will pass the CPA Exam – or your money back.\*’”

The CPA Ready online and multimedia software programs have been meticulously designed to mirror the real-life experience of the new computer-based exam – right down to the multiple choice, essay and simulation questions. Both reviews also utilize Bisk’s Unique Learning Management System, which allows candidates to master exam content while studying anytime, anywhere, 24/7 and includes program features such as diagnostic exams, streaming video lectures and a computerized personal trainer that actually reduce the amount of time candidates need to study.

The early release of CPA Ready materials allows candidates to get a headstart on preparing for the new computer-based CPA Exam, which is set to launch on April 5, 2004. Extended study time is the single most important step candidates can take toward passing the CPA Exam, according to several recent studies.

CPA Ready textbooks – the first books to meet all of the AICPA’s specifications for the new exam – are currently available in most major and on-campus bookstores. Textbooks, along with CPA Review CD-

ROMs, videos and audiotapes, can also be ordered from Bisk Education's headquarters in Tampa, FL. Call 1-800-874-7599 for more information.

The new computer-based exam promises to profoundly change the way a CPA credential is earned. Besides the obvious transition from a pencil-and-paper exam to a computer-based test (CBT), the revised CPA Exam will also contain a new content focus – broadening the scope of audit and attest areas and incorporating the assessment of critical skills, such as research and communication. The new exam will also increase emphasis on general business knowledge and information technology.

“Technological advances have had a major impact on the work being done by entry-level CPAs,” Bisk said. “This new format will help determine if a candidate has the ability to use technology to address and resolve client problems – an essential skill for today’s accountants.”

**About Bisk Education, Inc.:**

Since Bisk Education, Inc., was founded by Nathan M. Bisk in 1971, it has helped over 140,000 candidates pass the CPA Exam, including numerous Elijah Watt Sells Award Gold Medal winners. Headquartered in Tampa, Florida, the organization is also a leading provider of online-based interactive educational programs. The University Alliance Online, a Bisk Education Network, provides online associate’s, bachelor’s, master’s degree and certificate programs through its exclusive long-term alliances with leading accredited universities, including Villanova University, Tulane University, Saint Leo University, Regis University, Jacksonville University, the University of South Florida and Nova Southeastern University. The University Alliance Online is America’s leading exclusive e-Learning provider of multimedia online degree and certificate programs from regionally and internationally accredited universities with over 150,000 enrollments.

For more information, please contact Ken Dare at 1-800-874-7877, Ext. 501, or [kend@bisk.com](mailto:kend@bisk.com).

\*Call for details.

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