



**NEWS**

*From Harcourt Assessment, Inc.*

Contact:  
Mark Slitt  
210.339.5399

FOR RELEASE: Wednesday, Nov. 5, 2003

**HARCOURT ASSESSMENT OFFICIALLY CHANGES NAME TO  
HARCOURT ASSESSMENT, INC.**

**COMPANY UNIFIES EDUCATION AND CLINICAL DIVISIONS INTO  
ONE OPERATING COMPANY WHILE RETAINING  
“PsychCorp” AS BRAND IMPRINT FOR SELECT PRODUCTS**

SAN ANTONIO – Harcourt Assessment announced today that it has officially changed its name to Harcourt Assessment, Inc., and has unified its education and clinical divisions – Harcourt Educational Measurement and The Psychological Corporation – into one operating company. The company will retire the two division names, although it will retain “PsychCorp” as a brand imprint for select products.

“Over the years, our customers have known us by many names, including The Psychological Corporation, Psych Corp., Harcourt Educational Measurement and Harcourt Assessment, to name just a few, and this has caused some degree of confusion,” said Jeff Galt, Harcourt Assessment’s president and chief executive officer. “We want to end that confusion and make it very plain to our customers who we are. Our brand name is Harcourt and our company name is Harcourt Assessment, Inc.”

Galt noted that the corporate name change is more than just cosmetic: “We’re not simply changing the name on the front door and reprinting stationery,” Galt said. “We’re literally tearing down walls so employees from formerly separate departments can blend together into a single, unified organization in order to serve our customers better.”

-- more --

## **Harcourt Assessment Officially Changes Name to Harcourt Assessment, Inc.**

Nov. 5, 2003

Page 2

Galt also noted that the new identity makes good business sense, particularly for the schools market, which purchases both clinical and educational products.

“As one company instead of two divisions, it will now be easier for us to market ERDA™ Second Edition, Stanford Reading First, WISC-IV® and Stanford 10,” Galt said, naming some of the company’s premier products. “We will have a stronger focus on our customers and offer comprehensive solutions that meet their needs.”

The company’s legal name has been The Psychological Corporation since it was established in 1921 as a publisher of psychological and intelligence tests. In 1970, publishing giant Harcourt Brace Jovanovich, as Harcourt was then known, acquired The Psychological Corporation and later merged its own educational test division into it. Although Harcourt was the acquiring company, it retained the smaller company’s corporate name for the test publishing businesses.

In 1995, the company established a separate division for its educational testing products, which eventually became known as Harcourt Educational Measurement. By 1999, Harcourt Brace Jovanovich had become simply Harcourt, Inc., and adopted the name Harcourt Assessment for its test publishing businesses, with Harcourt Educational Measurement (education division) and The Psychological Corporation (clinical division) becoming identified as Harcourt Assessment companies. However, the legal name of the test publisher remained The Psychological Corporation.

The Psychological Corporation moved to San Antonio in 1985 and eventually occupied three separate facilities south of downtown. In 2001, the company moved to a new corporate campus on Bulverde Road in the city’s Northeast section. It is one of San Antonio’s leading employers with a full-time payroll exceeding 1,200 people.

-- more --

**Harcourt Assessment Officially Changes Name to Harcourt Assessment, Inc.**

Nov. 5, 2003

Page 3

Harcourt Assessment, Inc., is a leading provider of high-quality assessment instruments and testing programs. Its educational products include the Stanford Achievement Test series and the Otis-Lennon School Ability Test<sup>®</sup>. Under the PsychCorp brand, it also publishes a wide variety of clinical products, such as the Wechsler<sup>®</sup> family of tests, including the Wechsler Intelligence Scale for Children<sup>®</sup> (WISC-IV<sup>®</sup>) and the Wechsler Preschool and Primary Scale of Intelligence<sup>™</sup>, as well as the CELF<sup>®</sup> family of speech and language tests.

The company is affiliated with the Harcourt book publishing companies, and together they form the global education brand of Reed Elsevier Group plc (NYSE: RUK and ENL) -- a world-leading publisher and information provider operating in the science and medical, legal, education and business-to-business industry sectors.

To read a brief history of Harcourt Assessment, Inc., which describes company mergers and name changes over the years, click on this link:

<http://www.hemweb.com/office/history.pdf>

###