



MCAS 2007 REBRAND ANNOUNCEMENT

Certiport Testing Center – English & Others

PLEASE NOTE—Confidential Message:

This message is an MCAS 2007 Rebrand “pre-announcement,” intended only for Certiport and Microsoft Business Partners (Distributors, Resellers and Publishers). Please refer to the Rebrand Schedule included with this announcement for Test Center, MCAS Certified and General Public announcement dates.

Certiport Announces Name Change for 2007 Microsoft® Office Certification

Microsoft Certified Application Specialist (MCAS) to be Microsoft Office Specialist (MOS) 2007

A change is coming soon for providers and candidates of the Microsoft Certified Application Specialist (MCAS) certification program. Starting June 2, 2010, the MCAS will be formally renamed Microsoft Office Specialist 2007 (MOS 2007) in the following countries:

- | | | |
|---------------|-------|----------------|
| United States | India | Puerto Rico |
| Australia | Japan | United Kingdom |
| Canada | Korea | |

An overview of the transition schedule and MCAS Rebrand Q&A is provided with this message.

MOS 2007—the Credential Required by Academia and Business

Replacing MCAS, MOS 2007 will continue as the globally recognized, standards-based certification program—the premier credential chosen by individuals seeking to validate their knowledge, skills and abilities relating to the 2007 Microsoft Office system. **The program’s name change will NOT include any program requirement or exam content changes.**

In the academic environment, MOS 2007 will continue to enhance scholastic performance and prepare students to enter the workforce. In a competitive job market, individuals will continue to use MOS 2007 to differentiate themselves, prove their skills, enhance job performance and advance their careers. As with MCAS, MOS 2007 will give individuals the tools to distinguish themselves, achieve more and advance in today’s competitive academic and professional environments.

MOS 2007 Leverages Second Most Popular Microsoft Brand—Microsoft Office

Following recent analysis on market recognition of the MCAS program name, Certiport and Microsoft cannot ignore the fact that the MOS brand is significantly more recognizable by certification candidates and possesses substantially stronger brand equity for all parties involved with the program. Originally launched in 1998, the MOS brand has stronger visible alignment with the Microsoft Office Products and presents a simpler message for customers.

Please review the attached Timeline and Q&A documents for more detailed information. Contact your Certiport Regional Manager with any additional questions you may have concerning this announcement.

