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FOR IMMEDIATE RELEASE

Date: November 30, 2006
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R. L. POLK & CO. EMPLOYEES EARN PROFESSIONAL CERTIFICATIONS

Des Plaines, Illinois - R. L. Polk & Co., a premier provider of automotive information and marketing solutions, recently had many of its employees attend and complete an ICCP review course enabling them to earn various ICCP designations.

By earning these designations, R. L. Polk & Co. employees demonstrate that they have attained a higher level of knowledge within the information technology industry. ICCP certification is awarded through a combination of both experience and successful completion of several rigorous examinations. Professionals who successfully complete certification are recognized worldwide and help lay the foundation for the continued growth of the information technology industry. All holders of these certifications will actively participate in the ICCP Recertification Program that requires a minimum of 60 hours of continuing education every three years to maintain certification.

The ICCP is an international computing industry certification body. Nearly 50,000 computing professionals have been certified by the ICCP since its inception in 1973. The ICCP offers several certifications: the Certified Computing Professional (CCP), the Associate Computing Professional (ACP), the Certified Business Intelligence Professional (CBIP), as well as the Certified Data Management Professional (CDMP). Examinations are available on computer-based testing in North America, and internationally. For more information on the certification requirements, contact ICCP, 2350 E. Devon Ave., Suite 115, Des Plaines, IL 60018. 847/299-4227; Fax 847/299-4280; Web <http://www.iccp.org>; E-Mail office@iccp.org.

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