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For Immediate Release

**HR CERTIFICATION INSTITUTE PLANNING FULL SLATE OF ACTIVITIES
AT SOCIETY FOR HUMAN RESOURCE MANAGEMENT (SHRM) ANNUAL
CONFERENCE**

***Institute to Present Survey Findings at Opening Press Conference,
Offer Exclusive Hideaway, Participate in SHRM TweetUp and Hold Educational
Presentations***

Alexandria, Va. – June 24, 2010 – The HR Certification Institute will be a ubiquitous presence at the 2010 Society for Human Resource Management (SHRM) Annual Conference June 27-30 at the San Diego Convention Center. From its booth (#1731) and educational presentations throughout the conference and participation in the opening press conference by Executive Director Mary Power to hosting the Hideaway for certified HR professionals, the chance to win a certification scholarship and other activities, the HR Certification Institute plans to offer information valuable to everyone at the conference.

“As a strategic partner of SHRM, we look forward to participating in their flagship event every year,” said Power. “This year, we are spreading the mantra of ‘Get Certified. Get Noticed.’ through high-level activities that include presenting valuable survey findings about certification, educational presentations at our booth and concurrent conference sessions, and hosting the Hideaway, an exclusive area for certified HR professionals to congregate and share ideas and best practices.

“In addition, we are working hard to ensure that SHRM members and other attendees are aware that our eligibility requirements are changing in 2011 and that there is only one more exam period in 2010 before the new requirements go into effect,” continued Power.

The slate of events that the HR Certification Institute is as follows:

- **Sunday, June 27 – Kick off press conference**
 - Results of the Value of Certification Study presented by Power and Alexandre Bouché, director of global business development and IT.

- **Monday, June 28 – International Reception**
 - Hosting in conjunction with SHRM to recognize international attendees, Global Professionals in Human Resources (GPHR[®]), those involved in Global HR, and other dignitaries.
- **Monday, June 28 – SHRM TweetUp**
 - HR Certification Institute will be offering TweetUp attendees the chance to win an iPad.
- **Tuesday, June 29 – Conference Session**
 - The Value of HR Certification Around the World, presented by Alexandre Bouché, and Matthew Harrison, President, B2B International
- **Wednesday, June 30 – Conference Session**
 - Recertification: It's Easier than You Think!, presented by Grey Scott, M.S., Senior Professional in Human Resources (SPHR[®])
- **Throughout Conference – Hideaway**
 - The Hideaway is an exclusive location where HR Certification Institute certified HR professionals can relax between conference sessions and network with others.
- **Throughout Conference – Leadership Lounge**
 - New this year, the Lounge is intended for SHRM Volunteer Leaders. The HR Certification Institute will be honoring Chapter Certification Directors with tools to help promote the benefits of certification in their communities.
- **Throughout Conference – Booth Presentations**
 - Value of Certification
 - Exam Taking Strategies
 - California Certification
 - Recertification

The HR Certification Institute is a strategic partner of the Society for Human Resource Management (SHRM) and awards three core credentials: Professional in Human Resources (PHR[®]), SPHR[®] and GPHR[®]. There are more than 108,000 in certificants in 70 countries. In 2011, eligibility requirements for certification will become more stringent and require additional years of professional experience to qualify at each level. For more information about testing in 2010, visit www.hrci.org.

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About the HR Certification Institute

The HR Certification Institute is an internationally recognized certifying body for the HR profession. The HR Certification Institute has awarded more than 108,000 credentials in more than 70 countries to HR professionals who have passed rigorous exams to demonstrate their mastery and real-world application of forward-thinking HR practices, policies and principles. The HR Certification Institute is a strategic partner of the Society for Human Resource Management. Visit www.hrci.org.