



## FranklinCovey Partners with Organizing and Time Management Expert, Julie Morgenstern, to Create Exclusive Organizing System

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Business Editors

SALT LAKE CITY--(BUSINESS WIRE)--Oct. 26, 2006--FranklinCovey (NYSE:FC), a global leader in effectiveness training, productivity tools and assessment services for organizations and individuals, has partnered with best selling author and organizing and time management expert, Julie Morgenstern, to create and launch her first, exclusive organizing system: Time Management Your Way.

Morgenstern worked closely with FranklinCovey to design the planning system and collection, based upon her renowned methodology which she has taught her clients for 17 years--how to plan a balanced life based upon their own unique personality and goals. "Time Management Your Way" includes Morgenstern's five basic time management skills: Estimating Tasks, Lightening Your Workload with the 4 D's, Grouping Similar Tasks, Creating a Time Map, and Controlling the Nibblers.

"I have been thrilled to partner with FranklinCovey to create my first exclusive product line. It has been one of the greatest highlights of my career," said Julie Morgenstern. "Together, we have created a complete planning system and collection, based on all I have learned and taught my clients over the years about time and life management. Each product allows users to creatively organize and plan their time in a way that works for them."

Jeff Anderson, Vice President of Product Management at FranklinCovey, said, "As one of the most respected time management icons in the industry, Julie Morgenstern broadens FranklinCovey's organizational tools to address the unique ways in which people organize and plan their lives. The principles Julie teaches are closely aligned with our methodology and are interwoven into each of her products."

Morgenstern's product line is now available in all FranklinCovey channels and includes:

- The Julie Morgenstern Organizing System - Time Management Your Way: This sleek organizing system includes one wire-bound book in two-page per month format, 12 monthly wire-bound books in two-page per day format, 20 time maps, a notebook, a pouch pagefinder and a month pagefinder. \$44.95
- The Do It All Bag: This chic and functional bag has a simple, unstructured pebbled leather design. The roomy interior features large compartments to hold files, a laptop and accessories, a wallet, makeup, and more. The outside zippered pocket can hold a cell phone, PDA, or keys. Available in Red, Black and Chocolate. \$129
- The Push the Envelope Leather Planner Cover: This pebbled leather cover houses the Julie Morgenstern Organizing system and coordinates with the Do It All Bag to create a complete organizing system. Available in Red, Black and Chocolate. \$49.95
- The Wire Bound Notebook: This sleek 100-page notebook is designed to work with the Julie Morgenstern Organizing System to record your thoughts, ideas, and notes. \$5.95
- The Wire Bound Stepped Project Notebook: This 100-page notebook features five sections of stepped pages so you can separate and keep track of all your important projects. \$6.95
- The Time Map 10-Pack: This package of 10 time maps, a pouch pagefinder and instructions, helps you outline your day, week, or month so that you have a framework for your daily decision making that will guarantee time for your core activities. \$5.95

FranklinCovey will be launching new additions to the product line, beginning with the following products, which will be available late November, 2006.

- The Switchables Four-piece Leather Accessory Pack  
This set of soft, full-grain leather pouches provides portable

organization for the interior of your bag. Includes: money/credit card pouch, storage pouch for makeup, electronic and personal items, business card holder and envelope for receipts, etc. Available in Red. Price: \$49.95

-- The Grab and Go Bag

This stylish bag is versatile for work or play. Its roomy interior fits everything from business papers to workout wear. Features two side pockets for water bottles, an umbrella, or a cell phone. Large external pocket is perfect for reading material. Available in Red. Price: \$99.95

-- Buckle Down Leather Wire-bound Cover

This smooth leather cover houses the Julie Morgenstern Organizer. Coordinates with the Grab and Go Bag to create a complete planning system. Features vertical pockets for important papers and a horizontal pocket for a notepad. Snap closure. Price: \$39.95

Morgenstern now joins FranklinCovey's exclusive list of thought leaders and content experts, including Stephen Covey, Hyrum Smith, Ram Charan, Fred Reichheld and others.

About FranklinCovey

FranklinCovey(R) (NYSE:FC) is a global leader in effectiveness training, productivity tools, and assessment services for organizations and individuals. FranklinCovey helps companies succeed by unleashing the power of their workforce to focus and execute on top business priorities. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Organizations and individuals access FranklinCovey products and services through corporate training, licensed client facilitators, one-on-one coaching, public workshops, catalogs, 89 retail stores and [www.franklincovey.com](http://www.franklincovey.com). FranklinCovey has nearly 1,500 associates providing professional services and products in 39 offices and in 95 countries.

About Julie Morgenstern Enterprises

Julie Morgenstern is the New York Times best-selling author of Making Work Work, Organizing from the Inside Out, Time Management from the Inside Out and Never Check E-mail in the Morning. A columnist for "O," The Oprah Magazine, Julie's work has been featured in The New York Times, The Chicago Tribune, Bottom Line Business and Cosmopolitan Magazine. She has also appeared on several television and radio programs, including The Today Show, The Oprah Winfrey Show and National Public Radio. Since opening her professional organizing business in 1989, Julie and her staff have organized the cluttered homes, offices, and schedules of such clients as American Express, Microsoft, The Miami Heat, NYC Mayor's Office, Sony Music, FedEx, Victoria Secret, Time Warner, Inc., and Viacom/MTV.

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