



FranklinCovey

FranklinCovey Relocates Retail Store from ZCMI Center to Gateway Mall

July 11, 2007

Exclusive Product Preview and Sample Sale at Grand Opening Event

on July 26

SALT LAKE CITY--(BUSINESS WIRE)--July 11, 2007--FranklinCovey (NYSE:FC), a Utah-based global leader in effectiveness training, productivity tools and assessment services for organizations and individuals, announced today it has relocated its retail store in the ZCMI Center to the Gateway mall. A grand opening event for the new store will be held on July 26, 2007 from 12:00 noon -- 2:00 PM MST.

At the grand opening event, attendees will get a sneak peak at FranklinCovey's upcoming Spring 2008 business case and tote line and receive discounted pricing on exclusive, one-of-a-kind, sample products. In addition, attendees will receive 25 percent off any regularly priced business case or tote for reviewing the prospective product line and offering feedback.

For the past several years, FranklinCovey has been an industry leader in developing fully functional business cases and totes for men and women. Each business tote, case and binder is created exclusively by FranklinCovey's Consumer Products Team, which includes Italian designer, Tommaso Cardullo, and features insightful design inside and out for better organization and increased efficiency, as well as being fashionable.

"When you purchase a business case, tote or leather binder from FranklinCovey, you purchase a product that is highly functional to meet your professional and personal needs, such as carrying your workspace with you. Each product has organized pockets, designed to safely carry your laptop, power cords, planner, cell phone, handheld, files and credit cards with you, all while looking professional and stylish," said Cardullo, Director of Product Design for FranklinCovey.

FranklinCovey's business case, tote and binder line has been so successful that the company recently partnered with professional organizer, New York Times best-selling author and time-management expert, Julie Morgenstern, to create her first exclusive product line, which includes a wire-bound planning system with coordinating leather binders, totes and accessories, which have appeared in O Magazine, The Washington Post and on Style Network.

In addition to business cases, totes and leather binders, FranklinCovey stores also carry trademark paper planning pages in a wide variety of styles and themes, including In the Game, a sports themed planner featuring 18 different individual and team sports, Her Point of View, a women's planner with inspiring quotes from famous women, and The 7 Habits. The stores also carry planning software, such as PlanPlus for Outlook(TM) v.4.1 and PlanPlus(TM) Online, a Web-based planner which features customer relationship management (CRM). Other products include bestselling business books and many other accessories to help customers stay organized. Additionally, customers may register at any store to attend FranklinCovey's renowned training offerings, such as The 4 Disciplines of Execution, Leaders: Great Leaders, Great Teams, Great Results, FOCUS: Achieving Your Highest Priorities and The 7 Habits of Highly Effective People.

In celebration of the grand opening event at the Gateway location, customers will receive a 15 percent discount off FranklinCovey products through July 31, 2007 at Gateway location only. The new store is located at 2 South Rio Grande, Ste. B on the second level near the water fountain and is open for business Monday through Saturday from 10:00 AM to 9:00 PM. There are five other FranklinCovey stores along the Wasatch front in Ogden, Layton, Murray, West Valley and Orem and an on-line presence at www.franklincovey.com.

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, 88 retail stores and <http://www.franklincovey.com>. FranklinCovey has nearly 1,500 associates providing professional services and products in 39 offices and in 95 countries.

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