



FranklinCovey

FranklinCovey's Web-Based Planning and CRM Application, PlanPlus Online, Now Smartphone Compatible

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Application Provides Planning, Sales Management, Customer Relationship Management (CRM), Team Collaboration and Process Management for Small and Medium-Sized Businesses

LAS VEGAS--(BUSINESS WIRE)--Jan. 7, 2008--FranklinCovey (NYSE:FC) announced today that PlanPlus Online is now accessible from any smartphone with a Web browser, such as an iPhone, BlackBerry(R), Palm(R) or Windows(R) Mobile device.

Developed jointly by FranklinCovey and COMPLETExRM, PlanPlus Online is a secure Web-based application that provides planning, sales management, customer relationship management (CRM), team collaboration and process management for small and medium-sized businesses via the Internet. Its familiar "planner-like" interface is based on FranklinCovey's renowned planning and time management methodology. The application offers team calendaring and scheduling and an integrated contact manager that easily tracks all important client information, sales opportunities and activities through a customizable sales process. Key features include:

- Sales management and customer relationship management (CRM)
- Team calendaring and scheduling
- Organizes daily tasks by utilizing the Quick Prioritize Module
- Task delegation and accountability reports
- Integrated contact manager
- Manages and tracks all client information and history, sales opportunities and activities through a customizable sales process integrated within daily planning tools
- FranklinCovey's planning methods and concepts within familiar "planner-like" interface for easy daily or weekly planning (Daily Prioritized Task List, Contacts, Appointments, etc.)
- Weekly planning module for accomplishing and tracking key goals
- Utilizes custom fields for greater flexibility in tracking clients and other key data
- Powerful Search capability to quickly access contacts, notes, tasks and more
- A built-in e-mail center which converts e-mails to Tasks, Appointments, etc. as well as standard e-mail features and functionality
- Access to all information from any smartphone: iPhone, BlackBerry, Palm or Windows Mobile device
- Utilizes the strongest encryption available

"This on-line planning, sales management and CRM application will increase the collective productivity of those who work in small or medium-sized business, or who are on the road visiting customers," said Jeff Anderson, Senior Vice President of Product Management, FranklinCovey. "PlanPlus Online now allows users fast, direct access to key business and sales information from any smartphone. Employees can plan, organize, track and report from anywhere via the Web, saving businesses the expense of purchasing a costly corporate server."

"The Web services foundation for PlanPlus Online allows groups and organizations to manage the dynamic relationships between people and services

in an entirely new way," said Keith Norris, president and co-founder of COMPLETExRM. "That capability is enhanced still further with today's addition of mobile client support."

The new mobile client support is free and available now for all current and new users of PlanPlus Online. To initiate the service, PlanPlus users can simply point their device's browser to www.planplsonline.com/mobile and login.

PlanPlus Online was designed to maximize the user experience from any wireless feed, regardless of smartphone speed and without complicated synchronization or duplication. The format has been completely re-tooled for the smartphone screen. Users can also have their existing IMAP or POP3 email account delivered to their PlanPlus Online portal so they can send, receive and manage email within PlanPlus Online. FranklinCovey and COMPLETExRM are now in the process of updating the application so that users will soon have the ability to sync their Microsoft Outlook data to their mobile device.

PlanPlus Online also includes the same weekly and daily planning tools from FranklinCovey's award-winning software offerings, which allow users to review their Mission Statement, Values, Goals, and Weekly Compass and drag and drop items from these forms onto their schedule or task list. Also available to users are PlanPlus for Microsoft(R) Outlook(R), software that integrates FranklinCovey's proven planning methodology within Outlook, and PlanPlus for Windows(R), for customers who are not Outlook-centric but use Windows XP or Windows Vista.

Pricing and Availability

PlanPlus Online is available in 87 FranklinCovey retail stores, www.planplsonline.com, or by calling 800-819-1812. Suggested retail price for PlanPlus Online is \$25 per month. A one-month introductory subscription is available for \$9.95. Quantity discounts are also available.

System Requirements

Internet Explorer, Netscape(R) 4, Firefox(R) 1+

Any operating system that supports a Browser (Windows 98, 2000, XP, Mac OS 9+, Linux, BlackBerry, Palm, Pocket PC, Windows Mobile, Symbian)

Security Features

128-bit VeriSign SSL Certification

1024 Bit RSA Public Keys

24/7/365 physical security

Redundant configuration

About FranklinCovey

FranklinCovey (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. FranklinCovey has nearly 1,500 associates providing professional services and products in 39 offices and in 95 countries.

About COMPLETExRM

COMPLETExRM is the leading provider of Enterprise 2.0 CRM solutions for SMB built on its Complete Dynamic Relationship Management (CxRM) Foundation. Utilizing a Java-based Service-Oriented Architecture (SOA), The CxRM Foundation delivers Web Services and is easily extended and customized to meet the needs of any industry, organization or individual. Using its CxRM Foundation, COMPLETExRM creates private-label or OEM customer relationship management (CRM) offerings. FranklinCovey partnered with COMPLETExRM to develop and deliver PlanPlus(TM) Online, a Web-based, Software-as-a-Service (SaaS) application that allows worldwide customers to apply FranklinCovey planning methodology combined with dynamic relationship management services via the Internet. For more information, please visit www.completexrm.com.

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