



FranklinCovey

Franklin Covey Co. Signs Licensing Agreement with COMPLETE XRM for Rights to PlanPlus Product Line, Acquired from Franklin Covey Products

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COMPLETE XRM to Develop, Manage and Market Certain Software Solutions Under Franklin Covey Brand

SALT LAKE CITY, May 11, 2010 (BUSINESS WIRE) --Franklin Covey Co. (NYSE:FC), a global consulting and training firm, announced today it has signed a licensing agreement with COMPLETE XRM, a privately held firm, for the rights to its PlanPlus(TM) product line, which includes PlanPlus(TM) Online and PlanPlus for Microsoft(R) Outlook(R).

COMPLETE XRM is acquiring the rights to the PlanPlus product line by purchasing the same from [Franklin Covey Products, LLC](#), the exclusive worldwide licensee of consumer products for Franklin Covey Co. COMPLETE XRM has been a long-time software development partner with Franklin Covey Co. and Franklin Covey Products and has been instrumental in helping in the development of their Software-as-a-Service ("SaaS") solutions.

Under the new agreement, COMPLETE XRM will continue to develop, manage and market certain innovative software, such as PlanPlus Online and PlanPlus for Microsoft Outlook, and SaaS solutions for customers worldwide in a direct relationship with Franklin Covey Co. The license acquisition allows COMPLETE XRM the rights to market these software solutions through Franklin Covey Products' retail stores, call center and website ([www.franklinplanner.com](#)), as well as in mass distribution channels, including national retailers, key value-added resellers (VARs) and other channel partners. Franklin Covey Co. and Franklin Covey Products will receive royalties from COMPLETE XRM for the sales of these solutions.

COMPLETE XRM is known for their foundation, which delivers Enterprise 2.0 Customer Relationship Management ("CRM") for small to medium businesses and provides companies with CRM functionality online anytime, anywhere through any Web browser.

[PlanPlus\(TM\) Online is a suite of online offerings that incorporates the Franklin Covey planning methodology for individuals and sales persons, as well as a CRM for businesses.](#)

PlanPlus for Microsoft Outlook is a popular desktop software solution that allows customers to implement Franklin Covey planning methodology while using Microsoft Outlook. The product is sold as a plug-in to customers using Microsoft Outlook as their collaboration application.

"We are pleased to continue such a significant relationship with a quality partner like COMPLETE XRM. And we anticipate new and relevant solutions that will delight our customers," said Jeff Anderson, Productivity Business Leader, Franklin Covey Co. "It's essential to our value proposition to add innovative software and web-based solutions to our world-class training offerings."

"This relationship with Franklin Covey Co. allows us to continue to develop and market certain software solutions that combine the best technology with Franklin Covey's world-class productivity and planning methodologies. We couldn't ask for a better partner to take new and important solutions to the marketplace. Franklin Covey Co. has been, and continues to be, a driving force in the marketplace, helping customers to increase their levels of productivity and effectiveness," said Keith Norris, CEO, COMPLETE XRM.

"With this transaction, Franklin Covey Products maintains a strong relationship with both Franklin Covey Co. and COMPLETE XRM. We are happy to continue selling products from the PlanPlus product line to our customers who receive our catalogs and visit our stores and [FranklinPlanner.com](#)," said Sarah Merz, CEO, Franklin Covey Products, LLC.

PlanPlus Online is a planning and CRM solution and is available for individuals and businesses. Subscription pricing is from \$14.95 to \$59.95 per month. Customers can save with an annual agreement and multi-user pricing is available. For a free trial, visit [www.planplusonline.com](#) or any Franklin Covey Products retail store. For information about Franklin Covey software solutions, including a free 30-day trial of the PlanPlus for Microsoft Outlook, visit [www.franklincovey.com](#).

About Franklin Covey Co.

[Franklin Covey Co.](#) (NYSE: FC) is the global consulting and training leader in the areas of strategy execution, leadership, customer loyalty, sales performance, and individual effectiveness. Over the Company's history, Franklin Covey clients have included 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. Franklin Covey has 42 direct and licensee offices providing professional services in 155 countries. For more information, please visit [www.franklincovey.com](#).

About COMPLETE XRM

[COMPLETE XRM](#) is the leading provider of Enterprise 2.0 CRM solutions for SMB (small to medium businesses), built on its xRM(TM) Foundation. Utilizing a Java-based Service-Oriented Application, the xRM Foundation enables companies to customize their dynamic transactions to adjust to the new business needs of dynamic relationships. Using its xRM Foundation, COMPLETE XRM creates private-label or OEM Customer Relationship Management (CRM) offerings. Franklin Covey has partnered with COMPLETE XRM to develop and deliver PlanPlus(TM) Online, a Web-based, Software-as-a-Service (SaaS) application that allows worldwide customers to apply Franklin Covey planning methodology combined with dynamic relationship management services via the Internet. For more information, please visit [www.completexrm.com](#).

About Franklin Covey Products, LLC.

[Franklin Covey Products, LLC](#) (FCP) is a global retailer and the exclusive worldwide licensee of the FranklinCovey(TM) brand owned by [Franklin](#)

[Covey Co.](#) Franklin Covey Products helps individuals and organizations worldwide achieve greater productivity, effectiveness, and success.
(www.franklinplanner.com)

SOURCE: FranklinCovey

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