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## **Franklin Covey Co. and Kaleidoscope Pictures Win Three CINE Awards in 2012 CINE Golden Eagle Film and Video Competition**

### ***Films Given CINE Awards from Franklin Covey's New Productivity Solution, The 5 Choices to Extraordinary Productivity***

SALT LAKE CITY--([BUSINESS WIRE](#))-- [Franklin Covey Co.](#) (NYSE: FC) announced today that Franklin Covey and [Kaleidoscope Pictures](#) are winners of three new [CINE Golden Eagle Awards](#) in the [2012 CINE Golden Eagle Film and Video Competition](#). The two companies, who have won a total of eight CINE Awards from their collaboration together, created the outstanding films for use in Franklin Covey's newest productivity solution, [The 5 Choices to Extraordinary Productivity](#) ([www.the5choices.com](http://www.the5choices.com)).

The CINE Golden Eagle Award acknowledges high-quality production in a variety of content categories for professional, independent and student filmmakers. Each year, more than 400 jurors judge nearly 1,000 entries in 36 categories.

The following videos from Franklin Covey's **The 5 Choices to Extraordinary Productivity Work Session** were awarded CINE awards ([www.The5Choices.com](http://www.The5Choices.com)):

- **The Art of Transformation:** Looks at how a teenage "rebel" transformed his life by changing how he saw (Features American performance artist David Garibaldi) – Motivational
- **Closer/Choices:** A compelling and hope-filled reflection on our power to choose – Motivational
- **Energy Crisis:** The impact of neglecting your physical and mental energy and an overview of the 5 Energy Drivers – Adult Education and Entertainment

The CINE Golden Eagle Award has been recognized as a mark of excellence throughout the film and television industry for over 50 years. Since its founding in 1957, CINE has been instrumental in promoting the careers of thousands of filmmakers through juried competitions, educational programs, and networking opportunities. As the industry has evolved, CINE has adapted its programs and competitions to assure that the CINE Golden Eagle continues to provide prestigious peer recognition to established and emerging filmmakers.

CINE has a remarkable track record for the early recognition of excellence in filmmaking, particularly among new and emerging filmmakers. Many prominent members of the film and television industry have received the CINE Golden Eagle Award, and for some – such as Ken Burns and Steven Spielberg – it was their first major award. Ron Howard was a teenager, Robert Zemeckis a college student, and

*Mike Nichols a young comic when each won his Golden Eagle, and hundreds of other distinguished filmmakers, producers and journalists have since followed in their footsteps, some in CINE's early years (Mel Brooks, 1963) and others in the present day (Martin Scorsese, 2006). For members of the film and television industry, the CINE Golden Eagle Award is an acknowledgment of excellence and validation by their peers.*

*"These award-winning films reflect the powerful content and principles taught in our new productivity work session, *The 5 Choices to Extraordinary Productivity*. We are pleased to carry on the tradition we have established with Kaleidoscope Pictures of creating award-winning films that will continue to inspire program participants for years," said Sean Covey, Executive Vice President of Global Solutions and Chief Product Architect, Franklin Covey.*

*"Recognition by film organizations of this caliber is such an honor for us," said Adam Anderegg, President, Kaleidoscope Pictures. "We are privileged to again collaborate with Franklin Covey to create exceptional instructional films that reflect the principles found within their world-renowned content."*

*Franklin Covey's newest productivity solution, *The 5 Choices to Extraordinary Productivity*, which includes the CINE award-winning videos, features a process that measurably increases the productivity of individuals, teams and organizations. In the work sessions, participants learn to make more selective, high-impact choices about where to invest their valuable time, attention and energy. They are inspired to apply the process to dramatically increase their ability to achieve life's most important outcomes. Supported by science and years of experience, the process not only produces a measurable increase in productivity, but also provides a renewed sense of engagement and accomplishment.*

*The 5 Choices to Extraordinary Productivity is facilitated in live one-day open enrollment work sessions available to the general public, facilitated onsite by a Franklin Covey consultant or a certified client facilitator. The 5 Choices is also available through these channels live online via Franklin Covey LiveClicks webinar workshops. For more information, please visit [www.the5choices.com](http://www.the5choices.com).*

## **About Franklin Covey**

*[Franklin Covey Co.](http://www.franklincovey.com) (NYSE: FC) is a global company specializing in performance improvement. We help organizations achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. 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 more than 40 direct and licensee offices providing professional services in over 140 countries. For more information, visit [www.franklincovey.com](http://www.franklincovey.com).*

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