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Franklin Covey Co. and Kaleidoscope Pictures Win 12 Telly Awards: Collaboration Results in 30 Telly Awards in Total

Films Awarded Are 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 *The Telly Awards* have named Franklin Covey and [Kaleidoscope Pictures](#) as winners of 12 Telly Awards in the [33rd Annual Telly Awards](#) Competition. The two companies, who have won a total of 30 Telly Awards from their collaboration together, won five silver awards and seven bronze for outstanding films created for use in Franklin Covey's newest productivity solution, *The 5 Choices to Extraordinary Productivity*. (www.the5choices.com)

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video, and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. (<http://www.tellyawards.com>)

A prestigious judging panel of over 500 accomplished industry professionals, each a past winner of a Silver Telly and a member of The Silver Telly Council, judged the competition, upholding the historical standard of excellence that Telly represents. The Silver Council evaluated entries to recognize distinction in creative work – entries do not compete against each other – rather entries are judged against a high standard of merit.

This year, the film competition received 11,000 entries from all 50 states and numerous countries. Less than 10% of entries are chosen as winners of the Silver Telly, the highest honor. Approximately 25% of entries are chosen as winners of the Bronze Telly.

"The Telly Awards has a mission to honor the very best in film and video," said Linda Day, Executive Director, The Telly Awards. "Franklin Covey and Kaleidoscope Pictures' accomplishments illustrate their creativity, skill, and dedication to their craft and serve as a testament to great film and video production."

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

- **The Art of Transformation:** Looks at how a teenage "rebel" transformed his life by changing how he saw himself - Motivational (Silver),

Videography/Cinematography (Silver), History/Biography (Silver) (Features American performance artist David Garibaldi)

- **Closer/Choices:** *A compelling and hope-filled reflection on our power to choose - Motivational (Silver), Use of Music (Bronze)*
- **Buried Alive:** *A humorous look at people battling the “gravel” (minutia) in their work and lives - Motivational (Silver), Use of Humor (Bronze), Visual Effects (Bronze)*
- **What’s at Stake?:** *A brief motivational montage that asks what our world would be like without the extraordinary contributions of the past...and future - Motivational (Bronze), Visual Effects (Bronze)*
- **Extraordinary Roles:** *A discussion of how we can transform our lives by transforming our roles. Includes expert commentary by Dr. Heidi Halvorson and Dr. Dean Collinwood - Editing (Bronze)*
- **Energy Crisis:** *The impact of neglecting your physical and mental energy and an overview of the 5 Energy Drivers - Use of Humor (Bronze)*

“We are so pleased to have partnered with Kaleidoscope Pictures in the production of these films, which reflect the principles taught in our new productivity work session, The 5 Choices to Extraordinary Productivity,” said Sean Covey, Executive Vice President of Global Solutions and Chief Product Architect, Franklin Covey. “We are proud of our history in not only creating powerful content, but also award-winning films that bring inspiring messages to our clients. We congratulate our Franklin Covey innovations team on carrying on our tradition of product excellence in winning these Telly Awards.”

“To be recognized again, in this competition by film organizations of this caliber, is such an honor for me and my partners,” said Adam Anderegg, President, Kaleidoscope Pictures. “It has been our privilege to collaborate on these films with a company whose mission is aligned with ours and to continue building upon Franklin Covey’s great tradition of creating exceptional instructional films that are so inspiring.”

Franklin Covey’s newest productivity solution, The 5 Choices to Extraordinary Productivity, which includes the Telly 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.

About Franklin Covey Co.

[Franklin Covey Co.](#) (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.

About Kaleidoscope Pictures

Since 1998, [Kaleidoscope Pictures](#)' goal has been to positively impact people's lives through the powerful influence of media. Kaleidoscope is a full-service production and creativity entity, with a specialized niche in high-impact, principle-centered media. Known for their award-winning projects, Kaleidoscope's productions include television series, feature films, music videos, and documentaries.

Contacts

Franklin Covey Co.
Debra Lund, 801-244-4474
Debra.Lund@FranklinCovey.com

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