

FOR IMMEDIATE RELEASE
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Twelve Horses and FranklinCovey Products Partner to Provide Sophisticated but Easy-to-Use Email Marketing Tools for Microsoft Outlook

"EmailPlus" plugin turns Microsoft® Outlook® into a powerful e-mail marketing tool for enhanced branding, design, tracking, reporting, mobile alerts and more.

Editors Note: High-resolution images and screen shots are available – please contact Robert Payne by e-mail at rpayne@twelvehorses.com or by phone at (813) 361-1566.

Reno, NV (July 6, 2009) FranklinCovey Products, a global provider of planning and training products, and Twelve Horses, an online marketing and messaging technology company, today announced the release of the **EmailPlus** plugin for Microsoft® Outlook®. EmailPlus gives Microsoft Outlook the staple functionalities of today's most advanced email marketing platforms.

This email marketing software gives non-technical users the ability to edit email templates, collectively track email sends to multiple recipients, receive mobile alerts, measure the success of campaigns, and create detailed reports all within Microsoft Outlook.

"We've plugged sophisticated email marketing features directly into Outlook to give people more power where they are already working," said Steve Spencer, president and CTO of Twelve Horses. "With EmailPlus, sales, marketing, and public relations professionals have email design and delivery controls that were previously only available to them in email marketing platforms external of Microsoft Outlook."

Distributed under the brand name **EmailPlus**, the Microsoft Outlook plugin is available for download from the FranklinCovey website - emailplus.franklinplanner.com. The basic edition of EmailPlus is free and includes:

- HTML Message Composition
- Template Library
- Detailed Message Statistics
- Real Time Alerts
- Image Library

Two additional service options, Standard and Professional, are also available that include enhanced message tracking, customizable email designs, list management, and mail merge.

How it works

EmailPlus adds a number of new features within Microsoft Outlook. Users can customize how



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EMAIL

www.twelvehorses.com

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The Relationship Marketing and Messaging Company

EmailPlus interfaces with Microsoft Outlook. Also, using the intuitive simple interface, users can create a profile, manage preferences, view and edit HTML templates, and access reports easily and simply without HTML technical training.

For more information visit emailplus.franklinplanner.com

“By partnering with Twelve Horses, FranklinCovey Products taps into Twelve Horses’ extensive email marketing experience that has helped many global brands across a variety of industries,” said FranklinCovey Products Senior Vice President of Product Development Jeff Anderson.

“FranklinCovey’s global experience in equipping businesses with tools for greater efficiency and productivity is why we are partnering with them,” said Twelve Horses President Steve Spencer. “Bringing advanced capabilities into the workplace and enhancing the tools they already use is what Twelve Horses and FranklinCovey are all about.”

About FranklinCovey Products

FranklinCovey Products 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 achieve greater productivity, effectiveness and success. The Company's products are sold throughout Europe, Asia, Australia and the Middle East and in more 15,000 retail outlets across North America, including 65 FranklinCovey Products stores. Some of the Company's best-known consumer products include the popular FranklinCovey Planner(tm), PlanPlus Planning Software(tm), PlanPlus Online(tm), as well as a line of binders, business cases, totes, and other productivity and organizational tools and accessories. For more information, please visit www.franklinplanner.com.

About Twelve Horses

Twelve Horses is a global provider of Web site design and development, multi-channel marketing, business process automation, customer relationship management (CRM), search engine optimization and search engine marketing. Operating as a full-service marketing agency, Twelve Horses assists businesses in translating and transforming their brands online.

Twelve Horses operates in Atlanta, Las Vegas, Salt Lake City, Reno-Tahoe, Nev., and Tampa, Fla.

For more information call 1-866-846-2846.

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