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For Immediate Release

**DALE CARNEGIE TRAINING® BESTOWS MOBILY
WITH ITS 2009 LEADERSHIP AWARD**

***Saudi Arabian Telecommunications Provider Is First Arab Firm
To Garner DCT Distinction***

HAPPAUGE, NY (March 15, 2009) – Dale Carnegie Training®, the internationally recognized leader in human resources and employee management, announces the 2009 recipient of its prestigious Leadership Award: **Mobily**, a Saudi Arabian telecommunications provider. The first organization within the Arab world to receive the distinction, Mobily engaged Dale Carnegie Training's Riyadh-based franchise in February 2007 to further develop the innovation and organizational creativity of its human resources. Mobily spent 12 months implementing Dale Carnegie Training's proposed development program, the rewards of which have been unparalleled. In 2008, Mobily accomplished its business objectives while becoming a major contributor to the social and economic advancement of Saudi Arabia and its neighbors.

In 1985, Dale Carnegie Training established the Leadership Award with an international scope. Among the companies and people who have been granted the award are Daimler-Chrysler Corporation and its president, Mr. Lee Iacocca, SAS Scandinavian airlines and its CEO, Mr. Jan Carlson. At a ceremony held on Sunday March 8, 2009 in Riyadh, Saudi Arabia, Dale Carnegie Training's Chairman and CEO Peter Handal proudly added Mobily and its Chief Executive Officer Khalid Al Kaf to the distinguished recipients list.

"It is truly admirable to see an organization as large and successful as Mobily remain steadfast in its commitment to the development of each and every individual within the company," said Mr. Handal. "Under the leadership of Khalid Al Kaf and his team, a unified workforce emerged allowing Mobily to move forward with more aggressive acquisition strategies."

Mr. Al Kaf lauded the role Dale Carnegie played at Mobily saying, "There is no doubt that Dale Carnegie Training has contributed to the success of our people and business. Dale Carnegie Training has been an integral part of our emphasis upon human resources training and its importance to our business is quite clear."

Mobily is Saudi Arabia's foremost telecommunications provider, offering a converged line of mobile voice and data products and services with a customer-base of 14.8 million.

Mr. Handal added, "There are specific qualities that distinguish the truly great companies including commitment to providing their customers with quality service and products, understanding employee value and dedication to their growth in addition to a demonstrated high level of community involvement. It is for these reasons that we acknowledge and recognize Mobily as a truly formidable organization."

(more)

About Dale Carnegie Training

Dale Carnegie partners with middle market and large corporations, as well as small businesses and organizations to produce measurable results by improving employee performance and giving businesses a more competitive edge. With an emphasis on leadership, sales, team building, interpersonal relations, customer service, public speaking and other essential management skills, Dale Carnegie Training's courses are available in 27 languages and taught in over 70 countries around the world. Dale Carnegie includes as its clients 400 of the Fortune 500 companies. Approximately 7 million people have experienced Dale Carnegie Training.

Dale Carnegie's corporate specialists work with organizations to design solutions that unleash the potential of employees, enabling organizations to reach the next level of performance. Dale Carnegie Training offers in-house customized training, corporate assessments, online reinforcement and one-on-one coaching.

For more information on Dale Carnegie Training, please visit www.dalecarnegie.com.

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