



DALE CARNEGIE TRAINING®
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**DALE CARNEGIE TRAINING KEY TO EXECUTIVE SUCCESS
FOR OVER SEVEN DECADES**

*"How To Win Friends And Influence People"
Celebrates 70th Anniversary and Over 30 Million Copies Sold*

New York, NY (July 11, 2006) – Before Oprah, Ken Blanchard, Steven Covey or Spencer Johnson uttered a word, Dale Carnegie was speaking volumes about what it takes to succeed in business. Now, after years of offering advice and key self-help solutions, one of the world's most influential, best-selling books of all time, *How to Win Friends and Influence People* celebrates its 70th anniversary in 2006.

Moving beyond the written word, the Dale Carnegie principle has grown to offer in-depth corporate training courses that have come to impact some of the world's largest corporations.

"Look at our financials and you'll see that Weis Markets is having a very solid year," said Jim Kessler, Human Resources Director of Weis Markets, Inc., a large regional grocery chain with over 19,000 employees with diverse backgrounds from across the world. "Dale Carnegie helped us to institute the understanding that the better we take care of our internal customer, the better we'll take care of our external customer." Kessler added, "The impact of the training shows on our bottom line."

Organizations have one true, competitive advantage over each other: their employees' initiative and innovation. Dale Carnegie Training's corporate specialists work with organizations in many ways. Dale Carnegie's core fundamentals to design solutions unleash employees' potential, enabling organizations to heighten performance. The Dale Carnegie principles also offer public training classes, seminars in leadership, communication, sales and presentations to ensure growth and skill development.

Never before in business have people skills been so highly valued. For many years, there has been a building consensus that improving working relationships improves the bottom line. "It has been made overwhelmingly apparent that the words of Mr. Dale Carnegie are universal, inventive and applicable, even 70 years later," said Peter Handal, chairman, president and CEO of Dale Carnegie Training. "With all my travels from business meetings in China to sales conferences in India, I have found that 'How to Win Friends and Influence People' still maintains international recognition and impact." Mr. Carnegie's book is available in over 35 different languages, worldwide.

Founded in 1912, Dale Carnegie Training has evolved from one man's belief in the power of self-improvement to a performance-based training company with offices worldwide. Dale Carnegie Training focuses on giving people in business the opportunity to sharpen their skills and improve their performance to build positive, steady, profitable results. Over seven million people have taken Dale Carnegie Training courses. Dale Carnegie Training courses are available in 75 countries and 29 languages.

With over 30 million copies of *How To Win Friends and Influence People* sold around the globe, this essential self-help book is proof that Dale Carnegie's priceless advice and unique genius for understanding and explaining human nature does not change. His observations on human behaviors are still just as fresh and relevant today as they were in 1936.

About Dale Carnegie Training

Dale Carnegie Training (www.dalecarnegie.com) is a global management training company with experts in corporate management, workplace issues and leadership trends. The company provides leadership, sales and management training to over 400 of the Fortune 500 companies, training over 7 million adults in over 75 countries worldwide.

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