



DALE CARNEGIE TRAINING®
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FOR IMMEDIATE RELEASE

EXCEEDING EXPECTATIONS

Dale Carnegie Training Congratulates Exceptional Franchisees

HAUPPAUGE, NY (November XX, 2007) Dale Carnegie Training is proud to salute John Hei and Gerard Hei, presidents of the Dale Carnegie Training franchise in Taiwan, on their record-breaking achievement. In the month of July 2007, John and Gerard collected \$2,510,000, surpassing the current sales record, due in part to their innovative Dale Carnegie youth-focused courses.

As father and son, the Heis have developed a tremendously successful youth program by applying the principles of Dale Carnegie Training and targeting classes towards young people with activities focusing on group competitions and presentations. Reaching out to teenagers for the last 17 years has left a lasting mark with more and more graduates returning to Dale Carnegie Training as adults.

Throughout the summer, John and Gerard provided up to 100 courses for both high school and college students. Using innovative and inspiring techniques, the two have been able to make a significant impact more than 4,000 participants.

“Being able to work with today’s youth is such an amazing opportunity,” says John Hei. “It’s so important to teach these skills while children are still developing their interpersonal characteristics, and I’m so happy that we have had the opportunity to outreach to so many young people.”

“We are thrilled with the success of John and Gerard’s programs,” said Peter Handal, chairman, CEO, and president of Dale Carnegie & Associates. “They have made such an important contribution to both their community and the Dale Carnegie team.”

Congratulations to John Hei and Gerard Hei for their remarkable accomplishment!

About Dale Carnegie Training

Dale Carnegie partners with middle market and large corporations as well as organizations to produce measurable business results by improving the performance of employees with emphasis on leadership, sales, team building and interpersonal relations, customer service, public speaking and presentations and other essential management skills. The courses are available in 27 languages throughout the world; they cover the entire United States and reach over 70 countries. 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 individuals, groups and organizations to design solutions that unleash your employees’ potential, enabling your organization to reach the next level of performance. Dale Carnegie Training offers public courses, seminars and workshops, as well as in-house customized training, corporate

assessments, online-reinforcement and one-on-one coaching. For more information, please visit www.dalecarnegie.com.

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