

Media Alert

Date: April 26, 2007

Subject:

Business Week Names Suze Orman as Top Brand in Motivation Business

Business Week magazine announced Suze Orman ranks at the top of the 10 largest brand names in the motivation business. Orman ranked fifth on the list, and was the only female listed.

The list included the following high-powered names (in order of ranking):

| Expert | Sales 2005 (Mil) |
|---------------------------------------|-------------------------|
| 1. Stephen Covey (Franklin Covey) | \$130 |
| 2. Tony Robbins | \$45 |
| 3. Deepak Chopra | \$36 |
| 4. Brian Tracy | \$26 |
| 5. Suze Orman | \$25 |
| 6. Zig Ziglar | \$20 |
| 7. Tom Hopkins | \$20 |
| 8. Phillip McGraw | \$10+ |
| 9. Jack Canfield & Mark Victor Hansen | \$10 |
| 10. Ken Blanchard | \$3 |

For more information on the list, see the April 30, 2007 issue of BusinessWeek.

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