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### **Pfeiffer Acquires The Leadership Challenge Videos**

*San Francisco, Calif. – May 2, 2006* — Pfeiffer, a Wiley imprint (NYSE:JWa) (NYSE:JWb), today announced that it has obtained from CRM Learning the exclusive rights to five training videos based on the award-winning and best-selling book *The Leadership Challenge*, by James M. Kouzes and Barry Z. Posner. The acquisition completes Pfeiffer’s holdings for all intellectual property related to The Leadership Challenge franchise, further establishing the publisher as the leading resource for training and human resource practitioners.

The videos are powerful visual aids that provide inspiring, real-life actions of leaders. Titles in the collection include: *The Leadership Challenge*, *Encouraging The Heart*, *The Credibility Factor: What Followers Expect from Leaders*, *Credibility*, and *Leadership In Action*. “*The Leadership Challenge* is the most trusted source on becoming a better leader, and these videos are a must-have for anyone involved in leadership development,” said Cedric Crocker, Vice President and Publisher for Pfeiffer. “They add yet another element to an already comprehensive set of leadership development materials by creating a powerful visual component that brings these ideas to life.”

In addition to the best-selling book *The Leadership Challenge*, Kouzes and Posner are also authors of *Credibility*, *Encouraging the Heart*, *The Leadership Challenge® Workshop*, *The Leadership Challenge Workbook*, and *The Leadership Journal* and the forthcoming *A Leader’s Legacy* and *The Encouraging the Heart Workbook*. Their internationally acclaimed 360-degree leadership assessment instrument, *The Leadership*

*Practices Inventory (LPI)* and *LPI Online* ([www.lpionline.com](http://www.lpionline.com)) has helped develop the leadership skills of over one million people worldwide. “We are thrilled with our growing publishing partnership with Pfeiffer. Video-based learning has always been an important component of our work and with the proliferation of web-based video content, we expect that the future is bright for this legacy material as well as new video projects that we plan to develop with Pfeiffer,” said Jim Kouzes.

All of the video products are immediately available through Pfeiffer. Call 1-866-888-5159 for detail on pricing and format. CRM Learning will continue to resell the videos as part of their comprehensive training video offerings.

### **About Pfeiffer**

Pfeiffer serves the professional development and hands-on resource needs of training and human resource practitioners and gives them products to do their jobs better. The company delivers proven ideas and solutions from experts in HR development and HR management, and we offer effective and customizable tools to improve workplace performance. From novice to seasoned professional, Pfeiffer is the source you can trust to make yourself and your organization more successful. More is available at [www.Pfeiffer.com](http://www.Pfeiffer.com).

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