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## **THARPERROBBINS INTRODUCES NEW AND IMPROVED OMNI PROGRAM**

*Employees Now Have Reward Choices that Reflect Their Lifestyles*

**STATESVILLE, N.C.** – The TharpeRobbins Company, Inc., a global leader in the managed recognition and rewards industry, has revamped its Omni Program, to offer a cutting edge reward system of lifestyle choices reflecting health and wellness, the environment, and charitable donations. The new Omni system of recognition now offers a range of employee-choice recognition products that can easily integrate into a company's existing programs.

Unlike more traditional reward programs, the updated Omni Program places more emphasis on what employees want to be spending their dollars on. It rewards employees for doing the right things and addresses the concerns and interests of contemporary employees. The program includes four components identified by a corresponding symbol.

- **Omni Global Solutions** (Blue Globe Symbol) – This category is specially designed for TharpeRobbins International customers, including Europe, Canada and Australia. Sourced and shipped from the United Kingdom, Omni Global includes a totally different product mix that is based on local tariffs, tastes and preferences.
- **Omni Wellness Solutions** (Red Heart with Apple Symbol) – These rewards promote physical and mental wellness with exercise, relaxation and health-related gifts, such as treadmills, pedometers and yoga mats.
- **Omni Green Solutions** (Green Leaf Symbol) – These gifts are made of recycled products or are products that are manufactured through green processes and include items such as eco-friendly bags, organic fragrances and natural bath and relaxation items.
- **Omni Community Solutions** (Gold Hand Symbol) – A portion of the cost of each gift is donated to charity. Examples include pottery that benefits the Lance Armstrong Livestrong Fund, Kitchen Aid mixers benefitting the Susan G. Komen Foundation and art benefitting the Make-A-Wish Foundation.

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“TharpeRobbins was one of the first companies to realize ‘choice’ awards are necessary to meet the changing interests of employees,” says Anthony Luciano, senior vice president of sales and marketing for TharpeRobbins. “The evolution of our Omni Program ensures that it will continue to remain one of the most widely used service awards programs in the industry.”

As part of TharpeRobbins’ ongoing environmental commitment, every catalog for the new Omni Program will be digitally bound so there will no longer be any loose pages. The symbols (Globe, Heart, Leaf and Hand) will be displayed on applicable product images in the catalog making it easy for employees to select the Omni gift of their choice.

In addition, every Omni Program award will continue to be highly personalized to the recipient. Gift recipients will receive a high-quality black box with a custom cover, magnetic closure and an embossed foil stamp that frames the box. The customized box will also contain a bound booklet with the recipient’s personal information enabling them to easily make their gift selection.

The Omni Program also includes new mini boxes, which have been specially designed to enclose smaller rewards, such as clocks, watches and high-quality pens. The employee’s personalized certificate will be on the top with the selected gift item on the bottom.

“The most unique aspect of the updated Omni program is that it offers employees the chance to do something good for others with their reward. In other words they can ‘pay it forward’,” says Luciano. “The Green Solutions awards also offer a new option that speaks to our TharpeRobbins’ core value of putting the environment first.”

The new Omni program is launching in September 2008 for all customers.

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The privately-held TharpeRobbins was created through the February 2007 merger of The Robbins Company, founded in 1892, and The Tharpe Company Inc., founded in 1981. Customized programs include products ranging from personalized jewelry to fine art, electronics, sports equipment and outdoor merchandise. The company also offers rewards through local and national services, entertainment and recreation.

The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The Attleboro, Mass., operations include creative services, software development and jewelry manufacturing. The company is ISO certified.

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