

FOR IMMEDIATE RELEASE

CONTACT:

Anne Wear

awear@mcneillcommunications.com

Karen McNeill

McNeill Communications Group Inc.

336.884.8700

THARPERROBBINS INTRODUCES NEW CUSTOMIZABLE OMNI BOXES

Environmentally-friendly Omni boxes are also recyclable

STATESVILLE, N.C. – Sometimes good things come in small packages, especially if your company has a portfolio of employee reward and recognition programs in areas such as length of service, individual job performance and community involvement.

Starting this month, the TharpeRobbins Company, Inc., a global leader in the managed recognition and rewards industry, introduces a new look for Omni Solutions, an all encompassing employee reward program that has something for everyone. Omni Solutions Program award recipients will receive a striking black box framed by an embossed foil stamp, with a custom cover and magnetic closure.

The package features a personalized, bound booklet including items from telescopes to jewelry and even artwork, enabling the recipient to easily make their gift selection. The Omni program has 19 distinct budget levels and more than 1,500 award choices including some of the finest gifts available for corporate award programs.

The program now includes new mini boxes, which have been specially created to enclose smaller rewards, such as clocks, watches and pens. The mini boxes are also designed to later be used as a keepsake box for photos or other treasures.

“Our Omni Solutions Program includes 200 award suppliers with recognizable brand names and features award selections that are continually refreshed,” says Anthony Luciano, senior vice president of sales and marketing for TharpeRobbins.

“But Omni isn’t just about the reward,” adds Luciano. “The presentation is equally important. The new style presentation boxes, complete with mementos and tuxedo award presentation packaging, make the reward experience truly a fitting tribute to the accomplishments of the person receiving it.”

— MORE —

Page 2, TharpeRobbins Introduces New Customizable Omni Boxes

The new Omni boxes are also environmentally friendly. The boxes and mini boxes are made entirely of recycled materials and the boxes themselves can be recycled. The company has a number of additional programs in place to strengthen its commitment to a clean environment, including a water recycling system, and a '100% Lights Off Policy' throughout all facilities to conserve energy when rooms are not in use.

#

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.

#