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**NEW WEB PORTAL FROM THARPERROBBINS ALLOWS EMPLOYEES TO SHARE  
NEWS OF THEIR ACCOMPLISHMENTS**

*Companies encouraged to develop 'culture of recognition' within their organizations*

**STATESVILLE, N.C.** – With accomplishment, we want peer recognition to follow. It's only human nature. TharpeRobbins Company, a global leader in the managed employee recognition and reward industry, now is helping organizations easily share kudos companywide.

In conjunction with its P360 program, a new web portal allows companies to post information about employee successes on a web page that's visible to everyone throughout the company. When information about awards and achievements is announced, co-workers can easily view congratulatory messages or send e-cards to their peers.

"Many large organizations have indicated they'd like to recognize accomplishments corporately among associates in offices across the U.S. and overseas," says Neal Cao, senior vice president and chief information officer at TharpeRobbins. "The new portal assures employees that co-workers and management alike are paying attention to their successes."

CARQUEST is the first organization to add this public portal to its recognition portfolio. The portal can be personalized to the needs of each organization. For example, some companies want to have a scrolling area, similar to a news feed at the bottom of the screen, with the employees' names and the number of years of service running across it. The new portal can also track competitions involving different teams or individuals within an organization to help increase sales, improve customer service or develop innovative software solutions.

"Customers say employees are excited about the opportunities to encourage one another across department lines and that it is a great tool for building morale," says Cao. "The portals vary and are designed to reflect the individual culture of each company."

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“Too often, recognition is limited within an organization – only the employee and direct supervisor know about the accomplishments,” says Anthony Luciano, senior vice president of sales and marketing at TharpeRobbins. “This new portal allows employees to cheer each other on. It’s a ‘win-win’ for both management and the workforce and allows organizations to build a culture of recognition within the entire organization rather than being a stand alone program.”

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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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