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**IN THE FACE OF AGGRESSIVE COMPETITION, THARPEROBBSINS OFFERS
TOP SEVEN REASONS FOR CONSISTENT EMPLOYEE RECOGITION**

Recognition Helps Ensure Product Quality and Customer Service

STATESVILLE, N.C. – As recent headlines show, we are living in a world of layoffs with cuts in salaries and benefits. At the same time, fearful employees are being asked to do more with less at a time when companies need to maintain product quality and customer service.

“While the need to balance budgets is real, companies must be careful that they don’t lose sight of their reason for being in business,” says Brett Tharpe, president and CEO of TharpeRobbins, Inc. a global leader in the managed recognition and rewards industry. “Cost-cutting can impact employee morale and when employees are demotivated, productivity and quality will most surely follow suit. Now more than ever, the competition is eager to gain your business.”

TharpeRobbins has developed a list of definable reasons for how regular employee recognition can help organizations become more successful during these trying times.

1. Consistent employee recognition educates and engages company employees in order to achieve the organization’s vision and values;
2. Motivated employees are more likely to reinforce the organization’s brand;
3. An ongoing employee recognition program showcases the most committed and loyal employees;
4. Recognition programs strengthen work groups within the organization;
5. Studies show that a sustained employee recognition program is a tangible component of employee satisfaction;
6. A permanent employee recognition program drives excellence by example.

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Page 2, TharpeRobbins Offers Reasons for Consistent Employee Recognition

7. With an increasing number of staff members working from home offices, a continuous employee recognition program works to bind employees at remote locations to the organization's mission and goals;

Tharpe says that CEOs and human resources professionals are increasingly discovering that products, services, events and trips earned regularly over time can be a big motivator. An outstanding employee can earn points for meeting team goals, receiving a customer e-mail praising their service, doing something above and beyond the call of duty, time worked, a promotion, cost savings or even positive comments from their peers - each quantifiable and tied to specific department or company goals and individual employee performance. Because of this, Tharpe says it's important to set measurable criteria for rewarding employees. Once the employee achieves the necessary criteria for recognition, they then have an opportunity to receive a commensurate gift.

"TharpeRobbins offers many turnkey programs that make it easy for an organization to participate," says Tharpe. "Our team ensures that must-have brands and new products are constantly introduced into the reward mix. We use independent research, vendor scorecards, client surveys and trade shows to create an appealing award selection that enables our clients to easily maintain a consistent and successful employee recognition 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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