



RECOGNITION **CHANGES** EVERYTHING

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CONTACT:

Anne Wear

awear@mcneillcommunications.com

Karen McNeill

McNeill Communications Group, Inc.

336.884.8700

THARPEROBBS WELCOMES ED ROBBINS
AS SENIOR VICE PRESIDENT OF SALES AND STRATEGY

STATESVILLE, N.C., Feb. 7, 2011 – The TharpeRobbins Company, Inc. has named Ed Robbins to the newly created position of senior vice president of sales and strategy. Robbins reports to Brett Tharpe, president and chief executive officer.

“Ed will help us reach our aggressive revenue goals by 2015,” says Tharpe. “He comes to us with an extensive and diverse background in the reward and recognition industry, and will work closely with the team to ensure that we meet and exceed our objectives.”

Robbins most recently served as vice president of O.C. Tanner, where he created a new division focused on incentives and marketing services. Previously, he served as vice president of performance solutions for Corporate Express and was general manager of the Incentive and Recognition Division of the Target Corporation. Robbins also led his own strategic planning firm, serving the recognition, incentive and marketing services markets.

As a Certified Incentive Planner (CIP), Robbins has designed incentive and recognition programs for more than 200 Fortune 1000 organizations.

“I am excited to take ThapeRobbins to places it’s never been before in terms of sales growth,” says Robbins. “We have an excellent team and are poised to do great things.”

After graduating from Ohio University with a Bachelor of Science degree, Robbins and his wife, Kathy, settled in Sylvan Lake, Mich. He will be traveling throughout the U.S. in his new capacity.

Robbins has received several industry honors and awards including the President's Award from the Incentive Marketing Association (IMA), and has been a keynote speaker at many industry events.

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Page 2, TharpeRobbins Welcomes Ed Robbins as Senior Vice President of Sales and Strategy

For more than 100 years, TharpeRobbins' rich history as an innovator has covered the breadth of managed reward and recognition programs. The company fosters superior performance by creating new standards for employee recognition and rewards through imaginative solutions, cutting edge programs, flawless execution, professional service and world-class technology. TharpeRobbins built its reputation on developing customized programs to help clients reach their employee attraction and retention goals. The company is passionate about recognition because they know that an engaged workforce produces satisfied customers, which in turn produces more business. With TharpeRobbins, Recognition Changes Everything.

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. 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 ISO-certified Attleboro, Mass., operations include creative services, software development and jewelry manufacturing. Find out more at www.tharperobbins.com.

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