

FOR IMMEDIATE RELEASE

BOOTH: #205

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**THARPEROBBINS ANNOUNCES INTERNATIONAL PARTNERSHIP
WITH ACCOR SERVICES AT SHRM ANNUAL CONFERENCE**

NEW ORLEANS, June 28, 2009 – TharpeRobbins is partnering with Accor Services to extend its global business by offering in-country reward sourcing in more than 40 countries on six continents. TharpeRobbins (Booth #205), is the first managed recognition and reward provider to affiliate with Accor Services internationally.

With 32 million users and 1.2 million service providers worldwide, Accor Services is a business-to-business voucher and gift card provider for employee benefits, rewards and incentives. The company specializes in adhering to welfare and tax legislation in each country.

“This new partnership offers the most comprehensive international distribution strategy by an employee rewards service provider,” says Anthony Luciano, senior vice president of sales and marketing for TharpeRobbins. “Our clients will save on shipping, eliminate import duties, minimize taxes and have a greater variety of local reward choices because they can be personalized to countries in every corner of the world.”

TharpeRobbins ships millions of dollars worth of product internationally to more than 100 clients that are either U.S.-based with overseas facilities or are foreign companies. Employees around the globe will now be able to redeem awards and points for gift certificates to exclusive hotels, retail stores, restaurants and events. For example, in France, Accor Services has more than 200 retail partners.

Conference attendees can stop by the TharpeRobbins booth (#205) or the Accor Services booth (#551) to learn more about the partnership.

While at the TharpeRobbins’ booth, conference attendees can also pick up a copy of the newly-published white paper entitled “Why Recognition is Essential in a Challenging Economy”. In it, companies are encouraged to leverage employee recognition to take it to the next level and use the current recession to create a defining moment.

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“In this economy, organizations need to make the work environment a more productive, happier place, since employees are frequently being asked to do more with less,” says Luciano. “Studies show that employees who are recognized on a consistent basis are more motivated to assume a shared responsibility for reaching corporate goals.”

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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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