



RECOGNITION **CHANGES** EVERYTHING

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**THARPEROBBS ANNOUNCES ADDITION TO SECOND ANNUAL
AWARDS OF EXCELLENCE WINNERS**

Awards recognize vendor partners who exemplify core values

STATESVILLE, N.C. March 28, 2011 – The TharpeRobbins Company Inc. has announced that **Fossil** has been added to its winners of its second annual Awards of Excellence. As a leader in the managed employee recognition and rewards industry, TharpeRobbins is passionate about bestowing recognition and created the Awards of Excellence to honor the company's extended family of invaluable vendors who have gone beyond the expected.

"We have hundreds of great partners, which makes the selection process extremely difficult," says Brett Tharpe, TharpeRobbins' CEO. "This is our way to celebrate those companies that are truly a cut above."

A total of **21** vendors have been named as recipients of the second annual awards in honor of their exceptional service and quality that has helped TharpeRobbins to become an industry leader.

Awards of Excellence Winners

- Castle Merchandising
- Catawba Paper Box
- Feteira Tooling and Findings
- Film Products
- Fossil
- Hood Incentives
- Howard Miller Company
- JRM & Associates
- KGM Industries
- Kent Cycles
- Keystone Incentives
- Larson Juhl
- McNeill Communications Group
- Modern Marketing Concepts
- Plybon and Company
- Premium Bag
- Sonoco Corrflex
- Sterling Cut Glass
- Tourneau Watches
- Travel America
- Troutman Chair

Five companies have made it on the list for two years in a row including: Howard Miller Company; JRM & Associates; McNeill Communications; Plybon and Company and Sonoco Corrflex. The TharpeRobbins Jewelry Manufacturing Division also received a second Award of Excellence for Outstanding Performance as an internal supplier.

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“We were excited to have our list of award winners double this year. Many of the suppliers that didn’t earn recognition last year made impressive improvements as we worked together to integrate all our processes including merchandising, purchasing and service,” says Pat Rushton, senior vice president of global integration for TharpeRobbins. “Part of the recognition is shared with the merchandising and purchasing teams here at TharpeRobbins who worked to develop growth opportunities for all involved resulting in higher service levels for all of our customers.”

The winning companies each receive a framed award with original authentic artwork commissioned by TharpeRobbins and personally signed by the artist. They include wildlife, landscapes and flowers using mediums such as watercolors and oils.

“We have found that these vendor partners share our core values of integrity, excellence, respect, teamwork, commitment, accountability, innovation and growth,” says Rushton. “We launched the Award of Excellence as a way to thank our partners for their service to us. But, interestingly, many of the winning companies have told us that it has become a goal to earn a spot on the list each year, which just demonstrates that recognition changes everything.”

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For more than 100 years, TharpeRobbins’ (www.tharperobbins.com) 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.

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