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THARPEROBBINS INTRODUCES NEW LOOK AT
WORLDATWORK ANNUAL CONFERENCE

SEATTLE, May 31, 2009 – The TharpeRobbins Company, Inc. (**Booth #730**), a global leader in the managed recognition and rewards industry, unveils its new 10 x 20 booth at this year's WorldatWork conference.

“Symbolizing the energy of an engaged workforce, the new booth and giveaway bags feature bold, bright colors and our trademark monarch butterfly,” says Anthony Luciano, senior vice president of sales and marketing for the TharpeRobbins Company, Inc. “The design’s vibrant use of color and imagery set us apart in an ever changing industry. It is a reflection of our key areas of focus: connectivity with others around the world, health and wellness, the environment and charitable donations.”

In addition to showcasing the company’s complete range of rewards and recognition services at the conference, TharpeRobbins also emphasizes its innovative use of technology to simplify administration and provide more effective program design and reporting.

Conference attendees can 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.

“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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