



RECOGNITION **CHANGES** EVERYTHING

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THARPEROBBOBINS LAUNCHES INNOVATIVE NEW WEBSITE

TharpeRobbins' Butterflies Deliver Information in Unique, Creative Format

STATESVILLE, N.C., June 15, 2010 – Virtual butterflies deliver a wealth of information in a user-friendly, interactive format in the new website just launched by TharpeRobbins (www.tharperobbins.com), a global leader in the managed employee recognition and rewards industry.

“The butterfly is a symbol of change, re-birth and growth which is a perfect description for the field of recognition and human capital,” says Brett Tharpe, TharpeRobbins’ CEO. “It also presents a fun, creative look and feel rather than the formality of a traditional corporate website. The cutting edge animation reflects the culture of our company from the moment we welcome visitors to the site.”

To capture visitor’s attention right away, the Engage section offers details and explanations about the eight key areas of employee recognition including traditional offerings such as length of service and retirement awards as well as new areas of employee recognition and rewards such as onboarding, spot recognition and peer-to-peer rewards.

Taking advantage of new web technologies, videos are located throughout the site to offer testimonials about company programs that fit a broad spectrum of HR needs. The videos feature TharpeRobbins employees and offer insight into different aspects of employee recognition from a first-person point of view. For example, one video features an associate offering her thoughts and personal experience about why peer-to-peer recognition moments are so powerful.

“Although the feel is fun and light, it is packed full of useful information with details about the latest trends in the industry that will be beneficial to HR professionals and others,” says Anthony Luciano, senior vice president of sales and marketing for TharpeRobbins. “We want the site to include fast loading elements, with smooth, quick transitions. But there is also a sense of peace and tranquility with clouds that gently float by to encourage visitors to spend time delving into all the information and resources they need.”

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Since education about current trends in recognition is always a hot topic, the site features a section called Insights/Trendspotting in which a different HR employee recognition issue is periodically profiled. Site visitors are encouraged to leave their suggestions for new topics. There is also a list of suggested reading materials for visitors interested in learning more about employee recognition from noted experts.

Site visitors can also learn about TharpeRobbins advanced technological capabilities, the company's products and presentation methods, involvement with local communities and preserving the environment, and updates on personnel, awards and honors.

"Our goal is to create a full service website offering information about everything from trends in the recognition industry, to the safety and security of our software programs, to information about the latest and greatest reward offerings," says Luciano. "As a leader in the industry, we designed our website to be a total resource for HR professionals and others involved with recognition because our passion is to help companies discover that recognition changes everything."

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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.

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