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**THARPEROBBINS LAUNCHES NEW OMNI MALL PROGRAM**  
**BASED ON GENERATIONAL RESEARCH**

*Ten Distinct Product Categories Offer a Unique Shopping Experience*

**STATESVILLE, N.C., September 11, 2010** – Just as no two individuals are alike, the same can be said for employee rewards. A reward that may mean the world to one employee may be totally unappreciated by another. TharpeRobbins found a solution with its new Omni Mall program.

“We did our homework with extensive research to discover what types of rewards were most meaningful to employees ranging from delayed retirees to employees just out of college. From the grandfather clocks and pool tables of the Traditionalists to the yoga mats and iPods of Gen ‘Y’, this new mix of products in Omni Mall crosses generations,” says Anthony Luciano, senior vice president of sales and marketing for TharpeRobbins. “We have searched the globe to find the best products to appeal to people in all stages of life.”

A global leader in managed employee reward and recognition, TharpeRobbins researched the different generational preferences of Traditionalists, Baby Boomers, Generation X and Generation Y to assemble the following mall of options.

**Product Categories:**

1. **Omni Home** – Décor and entertaining accessories that express a unique style including lamps, clocks, furniture and vases.
2. **Omni Everyday** – Frequently used items such as kitchen appliances, cookware sets and cutlery.
3. **Omni eStore** – Electronic items such as digital cameras, camcorders, printers and home theatre systems.
4. **Omni Adventure and Fitness** – Rewards that support exploring the outdoors, staying active and stylish travel including bikes, tents, fishing gear, golf clubs and telescopes.
5. **Omni Family Fun** – Items that allow everyone in the family the chance to be entertained with board games, musical instruments, pool tables, scooters and game systems.

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6. **Omni Outdoors and Tools** – Equipment that keeps the yard and garden in great shape including power tools, patio sets, fire pits, hammocks and barbeque grills.
7. **Omni ‘In Style’** – Fashion jewelry designed with bold colors and a sense of elegance including rings, necklaces, bracelets and earrings that feature precious gems and semi-precious stones.
8. **Omni 1892** – Classic jewelry designs and specialty awards including porcelain figurines, crystal vases, collectables and fine silver.
9. **Omni On Time** – Top brand name watches that reflect a wide variety of lifestyles and personalities including strap watches, sport watches, dress watches and self-winding watches.
10. **Omni Gallery Collection** – An exclusive collection of traditional and contemporary framed artwork that complements any décor and includes impressionist, realism and modernist art. TharpeRobbins will also make a donation to the Make-A-Wish Foundation for each framed artist print selection from the Gallery Collection.

“Omni Mall offers the opportunity for talent to select the perfect reward that suits their personal sense of style and generational preference,” says Brett Tharpe, CEO of TharpeRobbins. “Programs like this one make it effortless for organizations to create a culture of recognition and ensure employee engagement by offering rewards that are appreciated and valued.”

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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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