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**THARPEROBBSINS WELCOMES ROB DANNA AS THE NEW VICE PRESIDENT
OF PERFORMANCE AND RECOGNITION SOLUTIONS**

STATESVILLE, N.C., August 29, 2011 – The TharpeRobbins Company, Inc. welcomes Rob Danna to the newly created position of vice president of performance and recognition solutions. Danna reports to Ed Robbins, senior vice president of client solutions and strategy for TharpeRobbins, a global leader in the managed recognition and rewards industry.

“Rob will help drive client adoption and evolution of our performance and recognition solutions through strategic selling and consulting with our Fortune 1000 clients and sales organization,” says Robbins. “He will work to continually improve and design innovative technology and strategic solutions in order to maintain and grow our leadership position.”

Danna most recently served as vice president of sales for ITA Group, which designs and operates performance improvement and loyalty solutions for large corporations. He has also acted as the vice president of strategic accounts for Altour Incentive Management now Incentec, a leading provider of online incentive software and program management services.

“I serve as a trusted advisor to clients that want to leverage my experience with increasing workplace productivity. Today, companies must make difficult cultural and technological changes in workplace environments to increase loyalty, friendships and productivity within their multi-generational and often transient workforce,” says Danna. “Ultimately, my goal is to restore the positive work-life bonds from the greatest generations of our past and combine it with a modern social approach that collectively will take the workplace to new heights.”

Danna was raised in Morristown, N.J., and has a Bachelor of Science in Finance from LaSalle University in Philadelphia.

— MORE —

Page 2, TharpeRobbins Welcomes Rob Danna as the New Vice President of Performance and Recognition Solutions

He was featured on the cover of Incentive Magazine's September 2010 issue as part of the Incentive Industry Roundtable, and, served as a featured speaker at the 2009 Motivation Show.

"One of my primary goals is to help our clients evolve from spot solutions to full-scale recognition platforms that will take them into the future," says Danna.

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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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