

**FOR IMMEDIATE RELEASE**

## **Former Diamond H Recognition Unveils New Name, Fresh Look at WorldatWork Total Rewards Conference**

*After More than 100 Years as Diamond H, the Workforce  
Recognition Leader Becomes “Inspirus”*

**FORT WORTH, Texas,** May 17, 2010 – After doing business as Diamond H for over a century, the Texas-based leader in workforce recognition is now “Inspirus,” announcing the name today in tandem with the launch of a new logo, tagline and website.

This transformation is the most recent stage in a metamorphosis that has been occurring for several years at the former Diamond H. It has moved beyond providing service awards to becoming a leader in the increasingly complex workforce recognition industry, with unsurpassed technology and an expanded suite of programs and services.

“Inspirus continues to serve based on our 100 years of experience in the employee recognition business, providing top-quality customer service and some of the most innovative technology in the market,” said Pete Chambers, Chairman and CEO of Inspirus. “We’ve moved in step with the needs of our clients and with industry-leading thought leadership to continue expanding and deepening the ways we help companies effectively engage employees and create great places to work.”

Inspirus has been making the world a better place to work for more than 100 years by delivering workforce recognition solutions that amplify employee engagement, improve retention and boost performance. Its solutions combine Software as a Service (SaaS), professional services and an unmatched rewards selection to inspire employees and drive measurable results.

The company’s new tagline, “creating best places to work,” sums up its intention for every client. The company’s new look, name, and product lineup is designed to deliver on this promise.

In addition, the newly designed website contains several new resources to support any company that wants to create a best place to work.

“The changes in our name, logo, website and lineup of our products and services all reflect our evolution that has created a broader and richer array of programs and tools for companies to offer workforce recognition,” said Michael Cobb, President of Inspirus.

“Our new portfolio of services and support also comes as the economic recession is beginning to turn around. Companies are under greater pressure to engage their workforce, optimize retention and keep performance high,” said Cobb. “Now, more than ever, we can help organizations make employees feel valued and appreciated.”

The company’s new portfolio of services and support similarly illustrate its intention to remain a leader in the changing environment of workforce recognition:

- **Inspirus Service Awards** is a completely integrated service award platform providing a rich, branded and personalized recognition experience to employees celebrating service anniversaries.
- **Inspirus Workforce Recognition** is an enterprise-wide solution that consolidates and integrates an organization’s recognition programs. It is a seamless total recognition solution that gives visibility into each of an organization’s recognition and reward programs, ensuring that they are driving the right behaviors and results.
- **Inspirus Performance Solutions** offer consulting, support and related services. These services provide assistance throughout the entire recognition process, ensuring a good experience for recipients and administrators. Performance Solutions takes thought leadership and applies it in the crucial areas of workforce recognition strategy, communications, training and analytics.

The new company logo further reflects the Inspirus mission. The company name appears in a uniquely designed font beside an image of three leaves, which represent the three principal and overarching goals of Inspirus for the company’s clients: to amplify employee engagement, improve retention and boost performance.

“The leaves also acknowledge the growth of our company, its unity through the spirit and growth of our individuals, and our promise to nourish organizations to create better places for people to work,” Chambers said.

The company’s new tagline, “creating best places to work,” succinctly and consistently states that promise. The colors for the logo were drawn from the Diamond H color palette, recognizing the organization’s roots and history, he said.

## **About Inspirus**

Inspirus is making the world a better place to work by delivering workforce recognition solutions that amplify employee engagement, improve retention and boost performance. For more than 100 years, Inspirus has partnered with clients to implement recognition programs tailored to fit each of their unique goals, values and cultures. Our solutions combine Software as a

Service (SaaS), professional services and an unmatched rewards selection to inspire employees and drive measurable results. Just like you, Inspirus believes in the transformational power of recognition. With a global reach, Inspirus is headquartered in Fort Worth, Texas, and on the Web at [www.inspirus.com](http://www.inspirus.com).

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