

NEWS RELEASE

COLE's New "WOW" Program a Success

Fort Worth, TX – August 20, 2008 – *COLE* Technology Corporation (*COLE*) considers their employees to be their most valuable asset. In order to recognize the events and successes of the employees and to establish a sense of community and oneness, Mrs. Robin L. Barnes, Vice President of Human Resources, created the "WOW" On-the-Spot Recognition Program.

The "WOW" program began to take shape after Mrs. Barnes attended the Society for Human Resource Management (SHRM) 60TH Annual Conference and Exposition. The SHRM conference provided workshops and seminars with progressive concepts and innovative solutions that provided Mrs. Barnes with an insight into how to increase employee recognition and create a supportive environment for employees.

The program name comes from the concept best illustrated by the movie, "An Officer and a Gentleman." The main character, "Mayo", easily finished an obstacle course in near record time while another character, "Cigar" faltered. When working together, they both "Went over the Wall"; thus the idea of "WOW" was created. The "WOW" concept of perseverance, teamwork, and overcoming obstacles embodies the spirit in which *COLE* wants to recognize both professional and personal success.

The "WOW" Program relies on communication between employees, their supervisors, and Mrs. Barnes. Employees and supervisors have been asked to share their achievements or the accomplishments of others, both personal and professional, with Mrs. Barnes. In order to honor the individual, the program utilizes both the *COLE* website and printed certificates. Along with unique successes, the program honors company anniversaries and birthdays.

Mrs. Barnes also continues to maintain communication with employees by issuing website challenges. The first group of employees (between 10-20) who reply correctly to a few questions based on content on the company web site receive a "WOW" certificate.

Another way the program pushes for a cohesive workforce is by rewarding those who receive the most "WOW"s with prizes. Each month the top 5 "WOW" recipients receive a gift card for lunch, each quarter the top "WOW" recipient will receive a cash bonus, and each year the top "WOW" recipient will receive a cash bonus.

Since the program started in July 2008, *COLE* has issued 253 "WOW" certificates to 102 employees. "I am proud to say that the response to the program has been overwhelmingly positive," said Mrs. Barnes.

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