

**T.R. Miller Co., Inc. - Press Release – For Immediate Release**

**Title: Jake to Human Resource Executives: “Life is good®”**



**WALPOLE, MASS. – March 24, 2009** – In their critical mission to motivate and lead despite the current chaotic times, human resource executives can now tap the world’s foremost cultural champion of optimism for help – Jake, the symbol of the powerful Life is good® brand and philosophy.

The Life is good Company has partnered with [T.R. Miller Co., Inc.](#) to introduce its colorful collection of [Life is good](#) apparel and accessories, and the contagious smile of Jake, to human resource executives for use in employee motivation, recognition, and reward programs.



“Now more than ever, we need to speak to the hearts and minds of our employees. Despite the times, we need to continue to lead, motivate, and reward. We need to understand, and communicate, the power of optimism,” said Life is good co-founder and Chief Executive Optimist, Bert Jacobs.

“The Life is good philosophy and brand has been extremely successful at spreading optimism, positive energy, and good clean fun to individuals all around the world. We’re hoping that Jake can lend a hand – and his contagious smile – to help in the

workplace,” Jacobs said.



Tom Miller, president of T.R. Miller Co., Inc., said the entire Life is good product line is available for use in [company incentives programs](#), [employee rewards programs](#), [company stores](#) – and even [customer loyalty programs](#).

The line includes apparel and accessories for men, women, and children as well as an increasing number of accessories categories. In addition to its clothing lines, Life is good features jewelry, dog products, beach toys, carry bags, drink containers, car accessories, picture frames, and furniture.

“We think that the Life is good philosophy and its positive messages – ‘Do what you like. Like what you do,’ ‘Spread good vibes,’ ‘What would Jake do?’ and ‘Half full’ – will cut through the current climate to resonate directly with employees,” Miller said.



“You look at Jake’s smile and think ‘Life is good’ and you just can’t help to feel the optimism. That’s the message and spirit that we want to help human resource executives re-introduce to their employees,” Miller said.

Already, companies ranging from SAP to Ben & Jerry’s have introduced Life is good® items as part of their employee communications programs.

For more information, visit the T.R. Miller website at <http://www.trmiller.com/lifeisgood> or call toll-free 1-800-449-6822, x610 or 1-508-850-7610.

**About The Life is good Company**

The Life is good Company, based in Boston, Mass., spreads good vibes through its colorful collection of apparel and accessories, and the contagious smile of Jake, its optimistic cultural hero. The company was founded in 1994 by Bert and John Jacobs, who spent the early years of the business designing and hawking tee shirts in the streets of Boston and out of a van on road trips up and down the East Coast of the United States. Their colorful clothing with the refreshingly positive messages soon caught on. The company has enjoyed solid year to year growth ever since, growing brand recognition, and a strong reputation for its charitable activities. The Life is good Company website is at [www.lifeisgood.com](http://www.lifeisgood.com).

**About T.R. Miller Co., Inc.**

Founded in 1975 by Tom Miller, T.R. Miller Co. Inc. has grown from a one-man start-up to become an industry leader in the top 5% of the \$17 billion recognition and promotional products industry. Based in Walpole, Mass., T.R. Miller successfully promotes businesses with quality custom branded merchandise, corporate recognition programs, and company store programs. Additional information on T.R. Miller is available at

[www.trmiller.com](http://www.trmiller.com).

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