



FOR IMMEDIATE RELEASE

Contact: Lincoln Smith
(800) 343.4034
lsmith@hmiaward.com

HMI PERFORMANCE INCENTIVES (HMI, INC.) CELEBRATES 30TH ANNIVERSARY

Norwood, MA. – July 15, 2010 - 2010 marks the 30th anniversary of HMI Performance Incentives.

HMI has evolved over the last 30 years meeting and exceeding client needs by being an innovative performance incentive leader. HMI's strategic and innovative thinking, dedication and experience have shaped and lead the incentive industry.

Highlights include partnering with Royal Caribbean® in 1987 to create a unique and highly successful seven night cruise incentive promotion. In 1997, making history with American Airlines® as the first airline and incentive company to offer Advantage miles as an incentive award resulting in then launch of HMI's VacationMiles® awards program. In 2007, HMI was one of the first companies to develop a robust .NET awards platform that integrates with distribution partners in real-time. This platform offers participants more than one million award choices.

To view the complete list of HMI's 30 year journey, visit www.hmiaward.com.

"Our team of experienced professionals work very hard to exceed client needs and expectations by being strategic thinkers who are responsive and dynamic in their approach making HMI Performance Incentives industry leaders," said Paul Ferreira, President."

HMI Performance Incentives (HMI, Inc.) is a leading full-service performance improvement company focusing on channel loyalty initiatives, sales/customer incentives, employee engagement programs and group travel. Since 1980, HMI has combined powerhouse solutions with personal service to develop successful incentive strategies for Fortune 1000 companies that increase sales, market share, loyalty and profits. HMI provides client services in over 80 countries worldwide.

If you'd like more information about this topic, please call Lincoln Smith or e-mail Lincoln at: lsmith@hmiaward.com.

On the Internet:

Visit the HMI Performance Incentives Web site at www.hmiaward.com for additional HMI news and incentive performance information.

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