



FOR IMMEDIATE RELEASE

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HMI PERFORMANCE INCENTIVES (HMI, INC.) INCREASES OFFICE SPACE

Norwood, Ma. – December 17, 2010

HMI Performance Incentives is pleased to announce that we have moved! In order to accommodate our growing team of dedicated professionals, we have moved to a larger office in the same office complex.

Speaking about the recent move, President Paul Ferreira said “HMI is excited about this new opportunity to be able to accommodate our growing staff and better serve our clients. Moving into our new corporate headquarters gives our team of dedicated professionals the resources they will need to continue to provide unparalleled service and is a testament to the strength and commitment of our expanding team.”

Please visit the HMI Performance Incentives team at our new state-of-the-art Corporate Headquarters.

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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.

Over the last 30 years, HMI has established itself as a performance incentive leader by meeting and exceeding client needs and developing innovative new strategies. HMI's dedication and experience has helped shape the industry into what it is today.

If you'd like more information about HMI or our new office, please call Lincoln Smith at (800) 343.4034 or e-mail him 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.