



FOR IMMEDIATE RELEASE

Contact: Paul Ferreira  
(800) 343.4034  
pferreira@hmiaward.com

## **HMI PERFORMANCE INCENTIVES (HMI, INC.) LAUNCHES VACATIONUNLIMITED EXPERIENCE AWARDS**

**Norwood, Ma. – August 4th, 2010** - HMI Performance Incentives expands their product line through the addition of the VacationUnlimited product.

VacationUnlimited Experience Awards, HMI Performance Incentives new real-time hotel booking service, is the first of its kind in the incentive and promotions industry. Combining the convenience of instant online hotel booking and the experience of over 30 years of customer service, VacationUnlimited is the ultimate way to recognize achievements and inspire loyalty.

Each of the three award collections provides participants with an easy way to reserve hotels and plan well-deserved vacations to thousands of destinations throughout the world. By choosing VacationUnlimited Experience Awards, you will reward your top employees and most loyal customers with an unsurpassed level of versatility that gives them a convenient and flexible travel experience, backed by HMI's reliable and dedicated team of experts.

Each VacationUnlimited Experience Award comes with a wide array of services that are tailored to each individual's needs, with an end result of satisfaction for both your company and your employees and customers. The online service allows 24/7 access to reservations through a branded website designed specifically for your company, creative marketing communication services, an experienced staff, and unlimited hotel options. Participants will also receive their choice of a complimentary premium gift, \$100 in Marriott Bonus Bucks™ to be used towards a minimum two night stay at any full service Marriott® hotel world-wide, and easy access to HMI Performance Incentives customer service representatives who can assist in adding additional services such as hotel extensions, airline reservations and car rentals.

"HMI's new VacationUnlimited Experience Awards is a truly cutting-edge innovation that I believe revolutionizes the incentive and promotions industry by

providing easy access to an unlimited array of hotels and resorts. This new offering is the culmination of a two year investment in time and resources, and we at HMI are very proud of what we are able to offer customers with this new product “, 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 Paul Ferreira or e-mail Paul at: [pferreira@hmiaward.com](mailto:pferreira@hmiaward.com).

**On the Internet:**

Visit the HMI Performance Incentives Web site at [www.hmiaward.com](http://www.hmiaward.com) for additional HMI news and incentive performance information.

# # #