



**FOR IMMEDIATE RELEASE**

**HINDA INCENTIVES PROMOTES DAVE PEER TO EXECUTIVE VICE PRESIDENT**

**CHICAGO** – On the heels of the company’s 40<sup>th</sup> anniversary, Michael Arkes, CEO and president of Hinda Incentives, has announced the promotion of Dave Peer to Executive Vice President from Vice President, Client Services, expanding his role to include overseeing the sales organization.

Arkes said it was both Peer’s and his plan for him to expand his role in the company. “I’ve been doing this for 40 years and while I will still play an active role as CEO, it’s time to reduce my duties and step back a bit and have Dave take on more responsibility,” says Arkes.

Prior to joining Hinda, Dave Peer had stints at Carlson Marketing Group, Target Stores and Macy’s.

“When Dave started with Hinda, he was responsible for the Merchandising, Marketing and Client Services departments and took on the additional responsibility of the logistics and fulfillment operations. He has proven that he is well equipped and well prepared to handle these additional responsibilities,” says Arkes.

“I’m very proud of being given the trust to lead the great team that the Arkes family created 40 years ago,” said Peer.

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Established in 1970, Chicago-based Hinda Incentives is one of the nation's leading specialists in motivating employees and sales forces, and providing incentives to dealers, distributors, and clients. Hinda is a pioneer in the development and support of cutting-edge, web-based motivational programs, such as an innovative points-based auction. We also provide prompt fulfillment of awards by maintaining our own warehouse and distribution center. Hinda offers the most current deluxe merchandise award catalog in the marketplace.