



**FOR IMMEDIATE RELEASE**

## **HINDA INCENTIVES PROMOTES DAVE PEER TO PRESIDENT**

**Chicago, Illinois** (January 26, 2012) - Michael Arkes, CEO of Hinda Incentives, announced the promotion of Dave Peer to President. Peer's promotion provides a new leader for Hinda, a leading company in the incentive marketing industry.

As Arkes shared with employees during a company meeting where the announcement was made, "It is important for a well-run company to develop new generations of talent. By promoting Dave to the role of president, Hinda is well positioned to advance to even higher levels of growth than we have seen in recent years."

Dave Peer joined Hinda in 2008. He worked at Carlson Marketing Group, Target Stores and Macy's prior. He is also currently serving as president of the board of directors for the Incentive Marketing Association.

"I am incredibly proud to be leading the company that the Arkes family created 42 years ago, and look forward to a bright future for Hinda," said Peer.

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### **About Hinda Incentives:**

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 consumers. Hinda's web-based system, innergE®, provides an efficient, immediate and effective way to manage incentive and recognition programs. The ultimate and most current award assortment available in the marketplace, infinitE<sup>SM</sup> offers millions of choices including brand-name merchandise, instant, easy and intuitive digital awards, books and entertainment. They provide prompt fulfillment of the most popular awards by maintaining their own warehouse and distribution center. Learn more at: [www.Hinda.com](http://www.Hinda.com).