

PRESS RELEASE

Helping Hand Rewards Exhibits at the Motivation Show Sept 23-25; Leads Socially Responsible Seminar and Announces New Partners

Sept. 11, 2008 (Chicago) Michael Arkes, President and CEO of Hinda Incentives, today announced the expansion of Helping Hand Rewards, a company that specializes in teaching social enterprises how to showcase their products to the U.S. incentive market. Helping Hand Rewards will exhibit at the September Motivation Show (Sept. 23-25) in booth #1903 and participate in a seminar at the show on Socially Responsible Incentives (Tues., Sept. 23, 3:15 p.m.-4:30 p.m.).

Bright Endeavors, Women Helping Other Women and World of Good will join The Enterprising Kitchen, Greyston Bakery and Mercado Global as partners of Helping Hand Rewards. The goal of the socially responsible organizations that are part of Helping Hand Rewards is to provide opportunity to those who are less fortunate.

Recent Additions

Bright Endeavors in Chicago, IL is a non-profit organization that provides on-the-job experience and supportive services to young women dealing with overwhelming barriers to economic independence. Through the sale of its product line, Dreambean Candles, Bright Endeavors is able to contribute to the costs related to the supportive services and work experiences of program participants.

Women Helping Other Women, Inc. (WHOW), a Burnsville, NC-based non-profit organization, strives to improve the lives of underprivileged women in Western North Carolina by providing employment, education and hope for a brighter future. The company produces gourmet fruitcakes and gift baskets, which are also available to the corporate incentive market.

WorldofGood.org (World of Good Development Organization) in Emeryville, CA aims to eliminate poverty and structurally improve the quality of life for artisans in very low-income craft producing communities around the globe. The organization achieves this by connecting these artisans with the markets to sell their goods while investing in economic and social development projects in craft producer communities.

Existing Partners

The Enterprising Kitchen in Chicago trains women in the art of making spa products such as soaps and lotions, which are often featured in promotional campaigns such as a purchase with purchase program for clothing company Eileen Fisher.

Greyston Bakery, based in Yonkers, NY, was founded in 1982 and is the sole supplier of brownies to Ben & Jerry's. Profits from Greyston Bakery support Greyston Foundation community development initiatives, including housing, childcare, health services and technology education for low-income families.

Mercado Global, based in New Haven, CT., specializes in finding markets in the United States for handcrafted jewelry made by women in economically disadvantaged areas around the world. All sales provide participants with fair wages and investments in their children's education.

New Product Offerings

Helping Hand Rewards portfolio of products is getting bigger with exciting new offerings. Greyston Bakery has added a six-pack of brownies available in all four recipes (chocolate fudge, walnut, espresso bean, blondie) and a wood container in two sizes (12 and 24 brownies).

The 24-pack is only available as an assortment. WHOW has introduced a country food basket as well as added a bag of coffee to their fruitcake offers. World of Good introduces their washer baskets, available in 11" and 14" sizes.

Artisans of Noah's Ark in Moradabad, India collect each individual iron ring (washer) from local repair shops, hand-welding each of the nearly 1,000 connection points. Noah's Ark provides jobs and stability where few employment opportunities exist—offering local women the freedom to live independently.

Journalists requiring information, images or interviews may contact Alisa Schafer at (773) 890-5900, or visit HelpingHandRewards.org.