

## **Madison Performance Group Breaks New Ground Globally; Opens Doors in India**

**NEW YORK (October 12, 2011)** – Madison Performance Group, the global leader in providing workforce recognition and sales incentive marketing solutions for Fortune 1000 companies, recently opened another office in Hyderabad, India. New York-based Madison Performance Group is the worldwide leader in developing employee engagement and incentive marketing programs for Fortune 1000 corporations that include CA, Citigroup, Kawasaki and Siemens. The company implements customized strategies to motivate workers, applying proprietary sales and marketing techniques to maximize employees' success.

Alex Alaminos, the company's Chief Operating Officer, said, "This is an exciting time for Madison Performance Group. The opening of this new location is a perfect fit for expanding our presence in India, as many of our clients' needs have grown significantly in this market over the last two years."

Hyderabad is well suited for Madison Performance Group's new office. Hyderabad was ranked as the second-best Indian city for conducting business in the [Doing Business 2011 Report](#) published by the [World Bank Group](#). The city is one of India's prominent information technology hubs with a diversified economic spectrum that also includes trade, transportation, commerce, communication and multimedia businesses.

"Expanding our operations in India just makes sense for us," continued Alaminos. "It enables Madison Performance Group to solidify our position as the global leader in recognition and incentive marketing, and at the same time, reinforces our mission to be client-centric and help our clients deliver recognition and reward solutions 'locally' around the globe."

### **About Madison Performance Group:**

Over the course of nearly four decades, Madison Performance Group has become respected for its ability to create hundreds of uniquely tailored programs, allowing corporations to optimize workforce engagement and maximize company success.

Madison Performance Group has grown to become a worldwide resource for companies interested in enhancing the effectiveness of their current workforces, with headquarters in Manhattan and offices in China, Brazil, Sweden, Mexico and India.

Historically, Madison has represented blue-chip clients in a range of industries—from automotive and biotechnology to financial and telecommunications—to motivate and engage their employees and create unparalleled sales incentive programs. Madison is proud to include such leading brands and global organizations as CA, Citigroup, Kawasaki and Siemens on its client roster.

To learn more about Madison, please visit [Madison Performance Group](#).

**Media Contact:**

Ericho Communications  
Carolyn Fraser, Account Executive  
220 East 23rd Street  
New York, NY 10010  
Phone: 646.507.5897  
Email: carolyn@erichopr.com

**About Madison Performance Group:**

Over the course of nearly four decades, Madison Performance Group has become respected for its ability to create hundreds of uniquely tailored programs, allowing corporations to optimize workforce engagement and maximize company success. Priding itself on its innovative ideas and strategic incentive marketing solutions, Madison Performance Group helps build a corporation's competitive advantage in today's rapidly evolving, global marketplace.

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