



**Rennhack Marketing Services Inc. Names Anthony Hegarty Senior VP of Sales and Marketing**

*Sales and Marketing Executive with Over 25 Years of Experience in the Financial Services Industry to Oversee New Incentive Marketing Initiatives*

**Grapevine, Texas -- August 11, 2010 --** Rennhack Marketing Services Inc. (RMS), an incentive marketing firm serving the financial services industry, today announced Anthony Hegarty as the Senior VP of Sales and Marketing. Mr. Hegarty is responsible for directing RMS sales and marketing efforts on a national level. Having worked in senior sales and marketing roles for direct marketing companies such as RR Donnelley, Vertis, Experian and SourceLink, his financial services industry experience spans more than 25 years.

“Anthony has comprehensive, relevant experience in delivering new solutions and measurable marketing strategies to both national and community banks in the US,” said Michael Howe, CEO & President of RMS. “We are fortunate to have his sales and marketing talent join our company.”

“I am excited to join the RMS team and guide our new sales & marketing initiatives. RMS is now bringing new ‘science and metrics to incentive marketing’ providing our clients with insight on which incentive categories to select, when to use them, and what to expect from the campaign in terms of results,” Hegarty said. “This is an exciting time for the company, and I’m thrilled to be part of the team.”

Over the course of his career, Mr. Hegarty has distinguished himself as a top performer in complex selling situations at senior ("C") levels of Fortune 500 companies, rising to Salesperson of the Year for two national corporations among hundreds of other salespeople. As a sales leader he has extensive success in both start-up and turnaround situations delivering multiple millions of new revenue dollars within short periods of time, securing marquee clients from the financial services and retail segments. Tony and his wife, Genevieve, will be relocating to the Dallas/Fort Worth area from St. Charles, IL. Genevieve is an Air Traffic Controller with the FAA. Tony and Genevieve are both avid followers of English Premiere League Football (Soccer), long distance running and Club Auto Racing.

**About Rennhack Marketing Services Inc. (RMS)**

RMS helps financial services clients attract, retain and grow customers with branded, merchandise-based incentive programs. The original “toaster company,” RMS now brings science and metrics to incentive marketing by incorporating proprietary consumer behavioral analytics and insight. Through the unique power of this insight-driven incentive marketing, RMS helps deliver a measurable return on marketing investment. For additional information on RMS, visit [www.rennhack.com](http://www.rennhack.com).

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