

ING Executive Honored for Multicultural Leadership

MIAMI, Nov. 18 /PRNewswire-FirstCall/ -- ING Vice President of Multicultural Marketing Javier Palomarez has received this year's "Portada de Hispanic Target" award, the highest acclaimed accolade in the South Florida Hispanic market. The award was presented by Hispanic Target Magazine, in recognition for ING's vision and commitment to the Hispanic business community.

The recipients of the award were recognized at an awards ceremony on Thurs., Nov. 13, 2008, for outstanding work in the Hispanic community and the companies they represent. Palomarez was recently highlighted in the magazine for his leadership at ING in helping to build programs that benefit Hispanics and ING's growth.

In the last year, Palomarez has focused marketing efforts around several important initiatives like the ING Run for Something Better Program, which addresses the issue of childhood obesity and introduces kids to the benefits of running, as well as the success of ING's high-profile sponsorship of Marc Anthony's Juntos en Concierto tour.

In addition, Palomarez led the ING team in other key activities such as the sponsorship of the NALEO Conference in Washington, D.C., and ING's title sponsorship of the annual Miami Celebrity Domino Night, a fundraiser hosted by and benefiting Amigos For Kids(TM), a non-profit organization committed to helping less-fortunate children.

"ING is honored to be recognized by the Hispanic community as we look forward to continuing our efforts and benefiting the communities we serve," said Palomarez. "As the Hispanic market grows at an exponential rate, ING is dedicated to recognizing the importance of this vibrant community."

"Javier Palomarez and ING are exemplary role models of a growing multicultural society," said Eduardo A. Hapke, founder and publisher of Hispanic Target Magazine. "We are proud to recognize Mr. Palomarez for his leadership and dedication to his company and community."

Javier Palomarez is vice president of multicultural marketing for ING in the United States. He oversees all corporate multicultural marketing activities with a focus on ensuring ING's financial products and services become more readily available and relevant to all communities. He and his family reside in Atlanta.

About Hispanic Target Magazine

Hispanic Target Magazine is published in Spanish for business leaders in major Hispanic markets across the country including Miami, New York, Los Angeles, Chicago and Washington D.C. The magazine features the latest in data and information on growing Hispanic markets as well as interviews with corporate leaders.

About ING

ING is a global financial institution of Dutch origin offering banking, investments, life insurance and retirement services to over 85 million private, corporate and institutional clients in more than 50 countries. With a diverse workforce of about 125,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.

In the U.S. (NYSE: ING), the ING family of companies offer a comprehensive array of financial services to retail and institutional clients, which includes life insurance, retirement plans, mutual funds, managed accounts, alternative investments, direct banking, institutional investment management, annuities, employee benefits, financial planning, and reinsurance. ING holds top-tier rankings in key U.S. markets and serves over 17 million customers across the nation. For more information, visit www.ing.com/us.

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