

GLOBOFORCE LAUNCHES NORTH AMERICAN HEADQUARTERS

*North American Operation Addresses Soaring Demand for
Worldwide Incentive Solutions That Drive Long-Term Success*

Westborough, MA and Dublin, Ireland – June 27, 2005 – Globoforce, the leading provider of worldwide, on-demand incentive solutions for Global 2000 companies, today announced the launch of its North American headquarters located in Westborough, Massachusetts. The opening of the new headquarters, led by CEO Eric Mosley, was fueled by several recent North American-based customer wins totaling \$9 million including; Avnet, Dow Chemical, Reuters and Safeway, and provides Globoforce with the local support to expand on its momentum in the region. Globoforce's all-encompassing incentives management solution addresses the growing demand for easy-to-use, Web-based incentive, reward and recognition programs that are designed to position global companies for long-term success.

Globoforce also announced today, the appointment of key executives in its North American operations including Deborah Schmidt as vice president and general manager, North America and Steve Cromwell as chief financial officer (CFO) (See separate release also dated June 27, Titled "Globoforce Adds Seasoned Leadership To Support New North American Operations").

"Demand for incentive solutions in the U.S. is on the rise, as more and more companies look to implement worldwide programs that allow them to create an ideal work environment in which each of their employees is driven to succeed," said Eric Mosley, Chief Executive Officer of Globoforce. "As an established market leader in the global incentive industry, we have witnessed this growing interest first hand with large established companies like Dow Chemical, Reuters and Safeway. This tremendous success is what drove us to establish a U.S. operation that provides Globoforce with the ability to more aggressively capitalize on this growing demand in the North American marketplace."

Founded in 1999 in Dublin, Ireland, Globoforce transforms the way enterprises motivate their workforces and sales channels through its dynamic, easy-to-use, on-demand rewards and recognition solution, designed to empower the most successful organizations. The opening of its North American headquarters in Westborough, Massachusetts comes on the heels of record success, including new deals worth up to \$9 million from the recent additions to its North American client base. To maintain this momentum and help ensure success in the U.S., Globoforce CEO, Eric Mosley, has relocated from Ireland to the Westborough headquarters.

"The long-term success of any organization is contingent upon its having a proven incentive program that enables it to consistently acknowledge the efforts and accomplishments of its employees. After looking at several motivation and incentive tools, Globoforce's full-service solution was clearly the right choice for Avnet," said Terry Cain, Vice President, Shared Services Practices, Avnet, Inc., one of the world's largest distributors of electronic components, computer products and associated services. "From day one, Globoforce's innovative platform transformed our organization by enabling us to easily implement and manage a company-wide reward and recognition initiative that is well received by employees."

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About the Globoforce Platform

Globoforce's unique on-demand incentive solution offers companies a single platform for managing and implementing division-wide rewards and incentive programs. Based on J2EE architecture, Globoforce has built a flexible, efficient and powerful rewards and recognition tool that can scale from one user to millions of users with complete ease, offering global companies an easy-to-use, secure tool that can be rapidly deployed and enhanced as needs arise. The Web based solution offers numerous key features including secure content, multi-language and multi-currency capabilities, online and offline reporting options, customized award design options, real-time reporting and budget management capabilities, online order tracking, single-user sign on, data flow between payroll systems, comprehensive administration tools and world-class customer service.

About Globoforce

Founded in 1999, Globoforce is the leading provider of worldwide, on-demand incentive, reward and recognition programs for Global 2000 companies. Globoforce transforms the way enterprises motivate their workforces and sales channels through its dynamic, easy-to-use, on-demand technology platform — empowering the most successful organizations on all continents. Funded by Atlas, Benchmark Venture Capital and a number of private investors, Globoforce's customers include Reuters, Dow Chemical, Avnet and Safeway. Globoforce, co-headquartered in Westborough, MA and Dublin, Ireland, was the recipient of the "2004 Top HR Product of the Year Award" from HR Executive Magazine. For more information, visit the company at www.globoforce.com or contact them via email corporate@globoforce.com.

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