

GLOBOFORCE ANNOUNCES ADVANCED PRODUCT ENHANCEMENTS TO INDUSTRY LEADING GLOBAL INCENTIVE SOLUTION

*Features Offer Increased ROI, Improved Usability And Security — Enable Global 2000
Companies To Effectively Manage Complexities Of Worldwide Incentive Initiatives*

Westborough, MA and Dublin, Ireland – October 3, 2005 – Globoforce, the leading provider of worldwide, on-demand incentive solutions for Global 2000 companies, today announced several industry-leading enhancements to its award-winning incentive solution. The new product features include Purchasing Power Parity Index (PPPI) integration, Single Sign-On, and Award Wizard. These new product features combine to offer companies secure, easy-to-use, cost saving tools that eliminate the hurdles associated with managing a comprehensive worldwide incentives program — while providing employees with relevant and unique rewards that help to ensure the long-term viability of the organization.

“A record number of global companies are looking to implement incentive solutions capable of rewarding each employee, regardless of location, all while meeting the budgetary requirements of the organization,” said Eric Mosley, CEO of Globoforce. “The enhancements we have made to the Globoforce incentive solution are designed to maximize return on investment, further improve the ease-of-use and minimize the natural complexities and cost overruns inherent in incentive programs of the size and scope deployed by global 2000 organizations. Moving forward, we will continue to add and refine these tools and features to help our customers easily and effectively recognize and retain their workforce.”

The new Globoforce features include the following:

- *Purchasing Power Parity Index Integration** — The Purchasing Power Parity Index (PPPI) addresses previously complex economic and cultural issues faced by multi-national organizations. PPPI takes into account not only the differences between global currencies, but also the standard of living in each country. Combining advanced technical capabilities with the PPPI’s international economic data, Globoforce ensures that clients do not spend unnecessary budgets by giving out awards which do not take into account local living standards. Using the PPPI, all awards in the Globoforce platform are issued in correct local currency and at a value that is suitable for each country’s local standard of living. For example, with this tool, corporations need never again issue a \$100 award that buys a meal in the USA and may just be enough to buy the restaurant in another country. Issuing the right award every time is ensured with the Globoforce PPPI feature.
- *Single Sign-On** — Globoforce can now integrate with a client’s existing security architecture to enable “single sign-on” capabilities that reduce security risks and speed up processing time. Single Sign-On allows users to log on to their corporate Web site and then be automatically screened for authorization when clicking onto the Globoforce-developed suite of sites. This electronic handshake between Globoforce and its clients’ systems provides a seamless transition that aids in the customization of each organization’s reward platform. This efficient and time-saving tool places Globoforce in true “trusted status” as it integrates systems with its global 2000 client list.

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***Award Wizard** — Globoforce also now gives clients the option of incorporating an Award Wizard into their nomination site, which walks nominators through the necessary steps to appropriately award an employee for his or her contribution. This solution rates every potential recognition award against a series of performance questions and recommends to managers a suitable award for the recognition that they are seeking to give. The wizard, which can incorporate complex appraisal questions and rules, was developed to help companies bring a level of consistency and fairness in the type and value of awards across multiple departments, divisions, regions, and countries.

“Increasing demand for world-class talent suggests motivation, retention and employee satisfaction are more important than ever,” said Jason Corsello, senior analyst at Yankee Group. “New capabilities in technology allow global organizations to more effectively manage incentive-based reward and recognition programs by simplifying usability and streamlining the inherent cultural complexities associated with an international workforce.”

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 IBM, 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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