

GLOBOFORCE INTRODUCES ENHANCED LANGUAGE CAPABILITIES TO ITS INDUSTRY LEADING GLOBAL INCENTIVE SOLUTION

“New Multiple Language Offering Provides Global 2000 Customers with Unparalleled Reach via the Globoforce OnDemand Recognition and Rewards Solution”

Westborough, MA and Dublin, Ireland – November 22, 2005 – Globoforce, the leading provider of worldwide, on-demand incentive solutions for Global 2000 companies, today announced the enhancement of its award-winning rewards and recognition solution with the addition of four new language offerings. The addition of new language capabilities — Simplified Chinese, Korean, Japanese and Thai — enables Globoforce to offer companies the reach necessary to reward employees in some of the most rapidly growing economies in the world. Globoforce’s multi-language platform has the largest reach and more language choices than any other rewards and recognition provider.

Globoforce’s unique on-demand incentive solution offers companies a single platform for managing and implementing company- or division-wide rewards and incentive programs. The Web-based solution offers numerous features including 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 and world-class customer service. 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 solution that can be rapidly deployed, easily managed and enhanced as needed.

“With more and more global corporations opening and expanding operations in foreign locations, the need to implement an effective reward program that can reach those employees in a more personalized manner is vital,” said Eric Mosley, CEO of Globoforce. “The addition of our new language offerings enhances our platform and makes Globoforce the only incentive solution provider that can offer locally relevant rewards to all employees across the globe through its innovative multi-language, multi-currency platform.”

Globoforce currently offers its reward and recognition solution in English, French, Spanish, Italian, German, Dutch, Portuguese, Simplified Chinese, Korean, Japanese and Thai. By offering the incentive industry’s largest selection of local languages and local reward options, Globoforce is helping customers overcome geographical barriers and address the growing needs of today’s global economy. By providing those companies with customized local reward options, redeemable at a merchant of their choosing, Globoforce is paving the way for more accurate communication and more relevant multicultural recognition programs. With these new language offerings, Globoforce can also develop multiple language Web sites, allowing global employees the ability to participate in the incentive program, without any cultural restrictions.

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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 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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