

GLOBOFORCE OFFERS THE MOST ROBUST GLOBAL SOLUTION IN THE INCENTIVE INDUSTRY

*Offering the Largest Reach and More Language Choices than Any Other Employee Reward or
Sales Incentive Provider in the Industry Today*

Westborough, MA and Dublin, Ireland – March 1, 2006 – Globoforce, the leading provider of worldwide, on-demand employee reward & recognition programs and sales incentive solutions for Global 2000 companies, today announced that it offers the most advanced global solution in the incentive industry today; the only one that can offer locally relevant rewards to all participants across the globe through its innovative multi-language, multi-currency platform.

With the addition of four new language offerings — Chinese, Korean, Japanese and Thai — to Globoforce's award-winning incentive solution and the expansion of its "The World's Largest Rewards Selection," Globoforce provides global companies the reach necessary to recognize employees and channel partners across the world, in a personalized manner.

"By offering the incentive industry's largest selection of local languages and local reward options, we are helping customers overcome geographical barriers and address the growing needs of today's global economy," said Eric Mosley, CEO of Globoforce. "We are paving the way for more accurate communication and more relevant multicultural recognition programs, allowing global employees the ability to participate in the incentive program, without any cultural restrictions."

Experts in running global incentive and reward & recognition programs on all 5 continents, Globoforce offers the incentive industry's largest selection of local languages and local reward options. Globoforce's advanced global platform enables leading organizations worldwide to implement relevant multicultural incentive programs through which program participants can instantly recognize colleagues for achievement against worldwide company goals and corporate headquarters can manage the program's international effectiveness with a 'one world view' program dashboard.

"Our world-leading clients selected the Globoforce incentive solution because of its ease-of-use and unique global capabilities, and because of our company's proven track record," said Eric Mosley, CEO of Globoforce. "Globoforce has an unrivalled rewards selection, offering the type of locally relevant gifts that global organizations, such as Dow Chemical, Reuters and SAP, require for their programs, and a flexible platform that enables them to run global rewards programs in local languages and in all local currencies across the globe."

About the Globoforce Solution

Globoforce's unique on-demand incentive solution offers companies a single platform for managing and implementing their global 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

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key features including multi-language and multi-currency capabilities, online and offline reporting options, customized award design options, real-time reporting and budget management capabilities, single-user sign on, 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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