

## GLOBOFORCE AND DOW CHEMICAL WIN IMA CIRCLE OF EXCELLENCE AWARD

*Coveted Award Recognizes Recognition@Dow program as "Best Employee Recognition Initiative"*

**Westborough, MA and Dublin, Ireland – August 29, 2006** – Globoforce, the leading provider of worldwide employee reward & recognition programs and sales incentive solutions for Global 2000 companies, today announced that it is a winner of the prestigious IMA Circle of Excellence Award. After a rigorous evaluation of strong entries for this year's award, the Incentive Marketing Association (IMA) bestowed upon Globoforce the top award for the "Best Employee Recognition" program for its partnership in the creation of the Recognition@Dow program. The award is based on a broad range of criteria including scope of the program, creativity and most importantly, results.

Dow wanted to develop a culture of appreciation for "above and beyond" contributions. With that specific objective in mind, Recognition@Dow was designed to recognize people at Dow who exhibit high performance that positively reinforces personal, business and functional goals and helps achieve personal and company success. Dow was successful in implementing a Web based multi-language, multi-currency award platform that allows for flexibility and can accommodate cultural differences.

IMA Executive Director Karen Renk CAE commented, "This year's field of Circle of Excellence Award entries was the most competitive in the program's history. The Recognition@Dow program is an outstanding example of how an incentive program can be used as an effective business tool to meet specific corporate objectives."

"Globoforce is honored to be recognized by the IMA for our contribution to the success of the Recognition@Dow program and for promoting excellence in incentive marketing," said Eric Mosley, CEO of Globoforce. "We are pleased to be working with Dow, helping them create an optimum work environment in which each employee is driven to succeed. This award represents our commitment to 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."

The Recognition@Dow program will be showcased in a special supplement in the September issue of HR Executive Magazine and at the Circle of Excellence Award Luncheon held in conjunction with the 2006 Motivation Show in Chicago. In addition, beginning in October, this case study will be featured on IMA's web site [www.incentivemarketing.org](http://www.incentivemarketing.org).

### About IMA

Headquartered in Naperville, Illinois, the Incentive Marketing Association (IMA) is the industry voice of the incentive and recognition marketplace. IMA provides education and information services, publications, conferences and seminars, and research to businesses to help them effectively use incentive programs to motivate employees and customers. IMA is a found-

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ing member of the Incentive Performance Center, a founding member of the Forum for People Performance Management and Measurement at Northwestern University, and is a leader in the Incentive Federation, the industry's government regulations organization.

IMA is comprised of strategic industry groups, including IMA - Canada Council, the Incentive Gift Certificate Council, the Incentive Manufacturers & Representatives Alliance, the Performance Improvement Council and the Online Incentive Council. More information about the IMA and the incentive marketplace is available on its web site at [www.incentivemarketing.org](http://www.incentivemarketing.org).

### **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 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](http://www.globoforce.com) or contact them via email [corporate@globoforce.com](mailto:corporate@globoforce.com).

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