

GLOBOFORCE ADDS TRADITIONAL CHINESE TO ITS INDUSTRY LEADING GLOBAL INCENTIVE SOLUTION

Multi-language Platform Helps Dow Chemical Award Employees on a Personal Level

Westborough, MA and Dublin, Ireland – September 26, 2006 – Globoforce, the leading provider of worldwide, on-demand incentive solutions for Global 2000 companies, today announced the enhancement of its award-winning multi-language, rewards and recognition platform with the addition of Traditional Chinese. This new language capability offers Global 2000 clients such as Dow Chemical the reach necessary to overcome traditional barriers and reward employees in China on a personal level. Globoforce's multi-language platform has the largest reach and more language choices than any other rewards and recognition provider.

“With the Globoforce platform, we are able to simplify the cultural, economic and geographic complexities associated with an international workforce,” said Sylvia Kronwald, manager of the Recognition@Dow program. “By continuing to expand its language offerings, Globoforce helps us to cater to our global workforce and ensure the appreciation our employees receive is local. We recognize the importance of communicating in people’s own languages and awarding on a personal level.”

Globoforce adds Traditional Chinese to the already world-leading portfolio of languages offered on its reward and recognition solution - 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 its multi-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.

“We are excited to introduce Traditional Chinese to our global incentive solution,” said Eric Mosley, Chief Executive Officer of Globoforce. “This latest addition to our ever-expanding multi-language platform enables Globoforce to offer companies the reach necessary to reward employees in China, furthering our commitment to opening up the incentive industry in that region. We continue to be the only incentive solution provider that can offer locally relevant rewards to all employees across the globe through our innovative multi-language, multi-currency platform.”

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

- more -

Globoforce Adds Chinese To Its Industry Leading Global Incentive Solution, Page 2

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 or contact them via email corporate@globoforce.com.

Press Contact

Tim Rossi

Globoforce

+1 508-229-1543

timothy.rossi@globoforce.com