

GLOBOFORCE WINS PROCESS INNOVATION AND VISION AWARD FOR REUTERS'S IMPLEMENTATION OF ITS GLOBAL INCENTIVE PLATFORM

Reuters Honored for Its Innovative Online Worldwide Employee Incentive Programme

Westborough, MA and Dublin, Ireland – December 18, 2006 – Globoforce, the leading provider of worldwide, on-demand employee reward & recognition programmes and sales incentive solutions for Global 2000 companies, announced today that its customer, Reuters, has received top honors in the 10th annual Process Innovation Awards for Living FAST, its worldwide employee incentive programme powered by Globoforce. Reuters also took top honors with the Vision Award, which honors the technology initiative that exhibits the greatest potential for transforming a business or social process.

“Kinetic Information is pleased to recognize Globoforce and Reuters with an award for its superior work in the area of process innovation and vision,” said Steve Weissman, President of Kinetic Information. “Reuters’s use of the Globoforce incentive solution demonstrates the importance of being able to create a worldwide recognition programme that rewards employees regardless of their location.”

The annual awards programme is sponsored by Kinetic Information LLC and co-sponsored by IMERGE Consulting. An independent panel of judges, comprised of industry analysts, awarded the honors for applications that led to significant business gains in such areas as productivity, profitability, ability to adapt to market conditions and/or competitive standing/market share. Only one company is chosen to receive the prestigious and coveted Kinetic Information VISION Award. The VISION award was created to honor the implementation judged to have most pushed the IT envelope to achieve a higher social or business purpose.

Reuters, an international multi-media news agency, launched the Living FAST programme to recognize employees throughout the world for outstanding achievements and contributions to the company. Today, the programme serves more than 14,700 employees in 90 countries. The Globoforce web-based platform enables Reuters to manage the programme centrally while catering to the specific needs of each country. Delivered in multiple languages and currencies, Living FAST also gives reward recipients the choice of hundreds of redemption options customized to their specific locales.

“We thank the judges for their recognition of Reuters’s innovative use of the Globoforce solution,” said Eric Mosley, Globoforce CEO. “Reuters is a perfect example of how a global company is able to benefit from a programme that recognizes the achievements and commitment of its worldwide teams and brings those teams together to support the values and goals of the company.”

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 programmes. 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

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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 is co-headquartered in Westborough, MA and Dublin, Ireland. Globoforce was winner of the 2006 IMA (Incentive Marketing Association) Circle of Excellence Award for “Best Employee Recognition Programme” and the recipient of the “2004 Top HR Product of the Year Award” from HR Executive Magazine. Globoforce's customers include IBM, Reuters, Dow Chemical, Avnet and Safeway.

For more information, visit the company at www.globoforce.com or contact them via email corporate@globoforce.com.

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