

GLOBOFORCE NAMES BEN MIELE, VP SALES NORTH AMERICA

Executive Appointment Helps Drive the Company's Continued Expansion in North America and further Solidify Its Leadership Position in the Global Arena

Westborough, MA and Dublin, Ireland – December 19, 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 has named Ben Miele to the Boston-based position of vice president of sales, North America. Miele brings a depth of sales knowledge and an entrepreneurial spirit to Globoforce as he drives North American sales activities and builds strategic alliances in the U.S. incentive solutions market.

“We are pleased to welcome Ben to the Globoforce team,” said Eric Mosley, Globoforce CEO. “Ben’s successful sales background and significant management experience in the Internet environment is a tremendous asset to Globoforce. In addition, his significant experience in both high-technology, early stage companies and mature technology businesses gives him the expertise to build on our existing success and will play a vital role in our plans for continued expansion.”

“Following a record year of success in 2005, we experienced an increase of 250 percent growth in revenues on 2004,” Mosley continues. “The strategic hire of a vice president of sales, North America reflects our commitment to building scale in the U.S. - our largest growth and revenue generating market. Ben provides us with the ability to more aggressively capitalize on the growing demand for incentive solutions in the North American marketplace and expand on our momentum in the region.”

Miele joins Globoforce from Webhire, a Boston based company, which sells talent management web-based solutions to HR departments around the globe. There, he served as vice president of sales and business development, managing the company's new customer acquisition, the growth and satisfaction of the existing account relationships, and the business development initiatives for Webhire's strategic partnerships. Previously, Ben was responsible for the Information Technology Practice at Brainshark, Inc., the leader in on-demand, rich media communications. He also held vice president of sales and business development positions at Envoy Worldwide and Sitara Networks, Inc. As a sales executive for Desktop Data, Ben was an original member of the sales team that helped that start-up company issue a successful IPO in 1995.

“Globoforce is a dynamic organization, which is today changing how the “old school” incentive industry used to work,” said Ben Miele, Globoforce vice president of sales, North America. “I am very excited to lead Globoforce's North American sales activities and help bring the Company's new energy and unique perspective to the marketplace. Today's world-leading companies are changing the way they think about incentives, rewards and recognition. Globoforce is committed to helping those corporations achieve their company visions, by assisting them to align their employee and sales-force behaviors with their overall business goals.”

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About Globoforce

Founded in 1999, Globoforce is the leading provider of worldwide, on-demand incentive, reward and recognition programmes 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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