

GLOBOFORCE RANKED #1 EMPLOYEE RECOGNITION PROVIDER

*Brown-Wilson Group Survey Respondents Select Globoforce as
Top Employee Recognition Outsourcer Worldwide*

Westborough, MA and Dublin, Ireland – March 19, 2007 – Globoforce, the leading provider of worldwide employee reward & recognition programs and sales incentive solutions for Global 2000 companies, today announced it has been ranked the No. 1 provider worldwide of employee recognition outsourcing solutions in Brown-Wilson Group's 2006 survey results.

Globoforce's top rank was based on an independent survey conducted by Brown-Wilson Group, a non-profit, outsourcing management consulting firm and author of "The Black Book of Outsourcing." The 2006 research study analyzed over 3500 outsourcing vendors in 27 countries, taking into account validated responses from over 17,000 customers, buyers, contractors, users and employees worldwide.

"As the employee recognition market continues to grow, so does the demand for recognition solutions that motivate workforces worldwide," said Doug Brown, Principal at Brown-Wilson Group. "Globoforce has clearly emerged as the leading player in this market, praised by respondents around the globe for its international capabilities and comprehensive employee recognition solution."

"We are truly honored to be named the leader in employee recognition," said Eric Mosley, CEO of Globoforce. "It is even more gratifying for us to know that this recognition comes from the people that matter most to us — our customers, fellow industry experts, and, most of all, employees around the world. We are committed to leading the pack in driving change in the recognition industry and are pleased to see our success acknowledged in the Black Book of Outsourcing rankings."

Survey results appear in the Brown-Wilson Group's "The Black Book of Outsourcing" (Wiley Press, 2006), the only annual, independent, nonbiased ranking of outsourcing vendors by users, clients and analysts. No fees for rank placement, association dues, sponsorships or financial support are required for participation.

About Brown-Wilson Group

The Brown & Wilson Group of Advisory Companies delivers consistent, professional consulting services around the world helping companies, businesses, government agencies and corporate conglomerates better manage and compete in this fast-paced economy, locally and globally. Brown & Wilson has established the reputation of being the world's leading Outsourcing Advisory, and the producers of the trusted annual ranking of the Top 50 "Best Managed" Global Outsourcing Vendors.

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About “The Black Book of Outsourcing”

Written by co-authors Doug Brown and Scott Wilson of the Brown-Wilson Group, “The Black Book of Outsourcing” is the manager’s best friend and secret weapon. This handy guide presents an intelligent overview of the costs and benefits of outsourcing, its uses and applications, and the processes used to manage it. Highly endorsed by industry experts, this book demonstrates how to deal with outsourcing as an emotional and political issue, and provides a wealth of resources for those who want to build a successful career in the outsourcing industries. For more information, visit <http://theblackbookofoutsourcing.com/>.

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. Recently selected by the Great Place to Work® Institute as a “Best Company to Work for,” Globoforce was also winner of the 2006 IMA (Incentive Marketing Association) Circle of Excellence Award for “Best Employee Recognition Program” 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 at corporate@globoforce.com.

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