

## GLOBOFORCE UNVEILS LATEST ON-DEMAND, REWARD & RECOGNITION TECHNOLOGY PLATFORM

*Global, Multi-divisional Enterprises Use Enterprise Conglomerate to Deliver Real-Time “Thank You”*

**Westborough, MA and Dublin, Ireland – June 18, 2007** – Globoforce, the leading provider of worldwide, on-demand employee reward & recognition programs and sales incentive solutions for Global 2000 companies, today announced its latest offering, Enterprise Conglomerate.

Enterprise Conglomerate allows large, multinational enterprises to manage divisional employee reward and recognition programs centrally, at headquarters, while enabling awards to be redeemed locally in over 90 countries. Additionally, Enterprise Conglomerate leverages Globoforce’s multi-language and multi-currency capabilities to ensure program participants worldwide receive timely, local and meaningful awards, catering to the different needs of the individual award winners in every country.

The platform’s best-in-class technology scales to meet the needs of growing Global 2000 companies that typically have hundreds of thousands of employees around the globe. In its largest single deployment to date, Enterprise Conglomerate is being utilized across 300,000 employees in 90 countries.

Enterprise Conglomerate features the “My Dashboard” application, a dedicated channel to monitor and manage personal activity on the platform. My Dashboard allows for well-organized administration at a corporate level while encouraging participation at a divisional level. The dashboard functionality provides global human resources departments, as well as division heads, with real-time views of the reward programs.

“Today’s large, diverse, multi-divisional corporations require a single, corporate approach to recognition programs that deliver both consistency and ‘meaning’ on a global scale - Enterprise Conglomerate ensures the success of this process,” said Eric Mosley, CEO, Globoforce. “For example, division managers in a typical, dispersed, Global 2000 company benefit from the core platform functionality, but have the flexibility of dynamic program design, which allows them to cater to their division’s branding needs as well as their award levels and approval structures.”

The latest on demand platform also features built in approval workflow, security based administration, multi-currency budgetary controls and management information systems reporting.

### 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 dy-

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

### **Press Contact**

**Tim Rossi**

Globoforce

+1 508-229-1543

[timothy.rossi@globoforce.com](mailto:timothy.rossi@globoforce.com)