

GLOBOFORCE WINS SALES ACHIEVEMENT OF THE YEAR AWARD AT IRISH SOFTWARE ASSOCIATION SOFTWARE INDUSTRY AWARDS

*Globoforce's Software as a Service Employee Recognition Solution Proves
Top Choice for Global 2000 Corporations*

Southborough, MA and Dublin, Ireland – November 13, 2007 – Globoforce, a leading provider of global, on-demand employee recognition programs, today announced that it won the coveted Sales Achievement of the Year award at the 2007 Irish Software Association (ISA) Software Industry Awards. Globoforce was also a finalist in the Technical Innovation and Company of the Year award categories. The awards were handed out at a ceremony held in Dublin November 9 at the Burlington Hotel, Ballsbridge.

“It is a great honor to receive this award from the ISA in a year that has seen very strong sales achievements overall in the Irish technology sector, and we’d like to congratulate our fellow winners and nominees,” said Eric Mosley, CEO of Globoforce. “Indeed while our company’s innovative technology has differentiated us from our competitors from day one and continues to be a main driver in our success, it is our employees who continue to define our company and propel Globoforce forward and I dedicate this award to them.”

Chair of the ISA, Pat Brazel said, “It has been a great year for the software sector. In contrast to the turmoil in the financial and property sectors, technology has performed strongly this year. A number of record deals have secured huge revenues for indigenous software firms and their investors. New business models have evolved which has resulted in many opportunities for investors and business. This year’s winners demonstrate this vibrancy and reflect the breadth of the new software industry, from enterprise software to games to Social networks to SaaS.”

The Sales Achievement Award is given to the company which has made the most significant advances in company revenue development through the design, development and execution of creative and effective sales and marketing programs during the previous year. Judging criteria includes careful consideration of innovative marketing techniques, product positioning and pricing, penetration of new market sectors, alliance strategy, revenue linked to specific activities, and how the company handled their main competition.

“As more and more Fortune 500 and Global 2000 companies realize how important a strategic employee recognition program is in an overall employee engagement strategy, they’re turning to Globoforce because we are the only company in the world that can offer the type of solution they need to operate on a global scale,” said Mosley. “We’ve launched programs over the past year for several global corporations and one of our customers in particular will soon have all of its 360,000 employees spread across 90 countries around the world using the Globoforce recognition solution. We are very proud of this and all of our achievements.”

- more -

About Globoforce

Founded in 1999 and co-headquartered in Southborough, Massachusetts and Dublin, Ireland, Globoforce is a leading on-demand provider of global, strategic recognition solutions for Global 2000 companies. Globoforce delivers an innovative, easy-to-use, on-demand solution that engages employees across the globe, transforming the way enterprises motivate their workforce. Globoforce's blue-chip customer base – Avnet, Dow Chemical, Intel, Intuit and Procter & Gamble – reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, visit www.globoforce.com.

About the ISA

The ISA is an affiliate association to IBEC, the Irish Business and Employers Confederation, and is a founding member of ICT Ireland. The indigenous software sector currently employs 17,000 people in 660 companies throughout Ireland. It contributes €1.4 billion to the Irish economy every year and the software sector employees over 30,000 people overall. Software output makes up over 11% of GDP and software sales account for over 14% of total exports and are worth in excess of €13 billion.

Press Contact

Tim Rossi

Globoforce

+1 508-229-1543

timothy.rossi@globoforce.com