

## **GLOBOFORCE AND DOW CHEMICAL WIN 2007 PROCESS INNOVATION AWARD FOR DOW'S GLOBAL EMPLOYEE RECOGNITION PROGRAM**

*Awards Recognize Innovation in the Application of Information Technology  
and Overall Business Benefit*

**Southborough, MA and Dublin, Ireland – December 18, 2007** – Globoforce, the leading worldwide provider of strategic, on-demand employee recognition solutions, and The Dow Chemical Company, a leader in science and technology, providing innovative chemical, plastic and agricultural products and services to consumer markets, today announced that the two companies jointly won a 2007 Process Innovation Award for the creative deployment of “Recognition@Dow,” a global, on-demand employee recognition program available to 43,000 Dow employees in 62 countries.

The Process Innovation Awards program bestows innovation-solution honors upon companies that focus on the return of significant business benefit and effectiveness of their technology solutions. Globoforce and Dow Chemical’s application was selected by an independent panel of industry experts based on process improvements that led to gains in at least one of the following areas: productivity, profitability, ability to adapt to market conditions, or competitive standing/market share.

“We are extremely pleased to honor Globoforce and Dow Chemical with a Process Innovation Award for their innovative application of technology to generate a successful global employee recognition program,” said Harold Abraham, deputy editor of EnterpriseInnovator.com. “The way Dow has leveraged the Globoforce solution to motivate its global workforce to support the company’s common vision clearly demonstrates that technology can be creatively adapted to inspire a global workforce.”

“We are delighted to win this award and proud to once again be recognized as a leader in the strategic employee recognition industry,” said Eric Mosely, CEO of Globoforce. “Dow Chemical’s global application of our employee recognition solution shows how powerful a strategically developed employee recognition program can be in creating a worldwide culture of appreciation within a global workforce, therefore significantly contributing to a successful overall employee engagement strategy.”

Globoforce also won a 2006 Process Innovation and Vision Award with its client Reuters for that company’s worldwide employee recognition program, “Reuters Living FAST.”

“With previous reward programs at Dow, we experienced problems shipping merchandise internationally,” said Sylvia Kronwald, Recognition@Dow Program Manager, Global Compensation and Benefits, The Dow Chemical Company. “Other employee recognition vendors tried to convince us to ship merchandise again, but couldn’t convince us that merchandise works internationally. Likewise, cash doesn’t have the same impact in terms of making the recognition memorable. We have found that our employees enjoy the shopping experience and Globoforce’s wide range of reward options allows them to select something from a merchant that fits their interests no matter where they are in the world. It’s a wonderful solution that works seamlessly across our international operation and we couldn’t be more pleased with the program.”

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Enterprise Innovator, a premier publication focused on technology innovation in the enterprise, sponsored the 2007 Process Innovation Awards, which were created by Kinetic Information LLC and are now in their 11th year.

“It was very difficult for our judges to make the final choices this year,” said Steve Weissman, founder of the Process Innovation Awards. “The entries were all outstanding and further proof that many organizations are being aggressively creative in their application of information technology to achieve business benefits. Each one of the awards recipients demonstrates a corporate culture that goes beyond the obvious to really make a difference in their industry.”

### **About Globoforce**

Founded in 1999 and co-headquartered in Southborough, Massachusetts and Dublin, Ireland, Globoforce is the 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 – Amgen, Avnet, Dow Chemical, Intel, Intuit and Procter & Gamble – reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, please visit [www.globoforce.com](http://www.globoforce.com).

### **About Dow**

Dow is a diversified chemical company that harnesses the power of innovation, science and technology to constantly improve what is essential to human progress. The Company offers a broad range of products and services to customers in more than 175 countries, helping them to provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. Built on a commitment to its principles of sustainability, Dow has annual sales of \$49 billion and employs 43,000 people worldwide. References to “Dow” or the “Company” mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted.

### **About Process Innovation Awards**

The Process Innovation Awards program recognizes innovation in the application of information technology. Awards focus on the business benefits user organizations derive from their technology systems. Award winners are selected by a panel of experts consisting of independent professional consultants who are recognized authorities in their fields. The judging process is free of any vendor or other bias so the emphasis remains on the business benefits provided by each winning implementation.

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