

## GLOBOFORCE NAMED BENEFITS & COMPENSATION SUPERSTAR

*Company Awarded for Technological Excellence in Developing Global Employee Recognition Program that Supports More than 330,000 Employees*

**Southborough, Mass., and Dublin, Ireland – March 25, 2008** – Globoforce, the world's leading provider of global, strategic, on-demand employee recognition solutions, today announced it has been named a Benefits & Compensation Superstar by Benefits & Compensation Solutions magazine. Globoforce received a "Solutions Provider, Honorable Mention" award for its work with an international client in developing a global employee recognition technology program that supports more than 330,000 employees in 90 countries and operates in 16 languages. This award reinforces Globoforce's strength in deploying highly effective global recognition solutions that deliver meaningful employee rewards, ultimately creating a more satisfied workforce motivated to support key company goals.

"We are very honored to be recognized by a respected industry magazine such as Benefits & Compensation Solutions for achieving excellence in the successful development of what is now the world's largest and most comprehensive employee reward and recognition program," said Eric Mosley, CEO of Globoforce. "This award affirms our strong belief that in today's globalized workforce, multinational organizations need strategic employee recognition programs that unite all employees across geographical and divisional boundaries through a common culture of appreciation that recognizes tasks well done and goals achieved with locally relevant rewards. It is extremely gratifying to be acknowledged for the work we've done in developing this particular client's program. A project of this scope has never been accomplished in our industry and we are very proud that it has been such a resounding success."

"These Benefits & Compensation Superstars are the crème of the crop, and they've excelled in the field by pioneering new programs that solve problems," noted Benefits & Compensation Solutions in its fifth annual Superstars issue, which is featured in the magazine's February/March 2008 edition. "This year, we spotlight large-scale companies, medium-scale companies, brokers, solution providers, and consultants who went the extra mile, created solutions for employer-clients, and sought effective programs."

Globoforce offers today's forward-thinking companies the most advanced and robust online global employee recognition technology solution in the industry and is the only recognition provider that offers locally relevant rewards to all participants across the globe through an innovative, multi-language, multi-currency platform. By offering the recognition industry's largest selection of local languages and local reward options, Globoforce helps customers overcome geographic barriers and address the growing needs of today's global economy.

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**About Globoforce**

Founded in 1999 and co-headquartered in Southborough, Massachusetts and Dublin, Ireland, Globoforce is the world's leading provider of global, strategic, on-demand employee recognition solutions for Global 2000 companies. Globoforce delivers an innovative, easy-to-use, on-demand software solution that engages employees across the globe, transforming the way enterprises motivate their workforce. Globoforce's blue-chip customer base, which includes Avnet, Dow Chemical, Fairmont Hotels & Resorts, Intuit, Nortel, Procter & Gamble and Reuters, reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, visit [www.globoforce.com](http://www.globoforce.com).