

Global Crossing Selects Globoforce On-Demand Platform to Implement Global Employee Recognition Programme

Southborough, Mass., and Dublin, Ireland – June 10, 2008 – Globoforce, the leading worldwide provider of strategic, on-demand employee recognition solutions, today announced that Global Crossing, a leading global IP solutions provider, has chosen the Globoforce employee recognition platform to launch a global employee reward and recognition programme entitled E.D.G.E. (Employees Driven to Global Excellence). The programme is designed to give Global Crossing employees across the world the opportunity to recognize each other for going above and beyond their expected responsibilities to achieve outstanding business results.

“Global Crossing’s success reflects our commitment to customer service excellence and the relationships we build with our customers and with each other as employees,” said Neil Barua, chief administrative officer, Global Crossing. “Through the use of E.D.G.E., we encourage all of our employees to celebrate individuals and teams that stand out for their exceptional performance and commitment to our business’ goals and values. We are very proud of the effort and creativity that our project team has put into developing this programme.”

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. According to a recent Watson Wyatt study, companies with an effective employee recognition programme enjoyed a 109-percent three-year median return to shareholders compared to 52 percent for those without such a programme.

“Today’s competitive organisations recognize that strategic employee recognition is the next significant ROI opportunity and that creating a culture of appreciation has a measurable impact on the bottom line,” said Eric Mosley, CEO, Globoforce. “By leveraging our powerful on-demand software, Global Crossing will have a simple, centralized process to reward employees in multiple countries with relevant, meaningful awards. Moreover, this programme will contribute to an overall employee engagement strategy designed to reward employees who have contributed to Global Crossing’s overall mission and goals.”

Built on a dynamic J2EE platform, Globoforce’s flexible and efficient recognition tool can scale from one user to millions of users with ease, offering global companies a powerful and secure solution to implement and manage their company-wide or divisional employee recognition programmes. 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 on-demand, global, strategic 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 Amgen, Avnet, Dow Chemical, Global Crossing, Fairmont Hotels & Resorts, Intel, Intuit, Nortel, Procter & Gamble and Thomson Reuters, reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, visit www.globoforce.com or visit our blog at <http://globoforce.blogspot.com/>.

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