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Green Globe International Partners to Deliver Green Business Certification Program to City of Los Angeles

Green Globe Teams With the Los Angeles Community College District, the Los Angeles Area Chamber of Commerce, Green Seal, and dineLA to Implement the Program

Green Globe International, Inc. (stock symbol: GGII), the worldwide owner of the Green Globe brand, has announced its participation in an initiative that will allow businesses in Los Angeles to earn a seal of approval through the city's new green business certification program.



The City of Los Angeles initiative, to be administered by the Los Angeles Community College District (LACCD), will provide information on which local businesses are green and how businesses can adopt sustainable practices. One of the aims is to enable consumers to support firms that strive to protect the environment.

The District expects the program to use a three-tiered rating system, similar to the A, B, C restaurant grading guide. To obtain green certification, a business must successfully complete a sustainability checklist that asks about its efforts to conserve resources, prevent pollution and minimize waste, which will be validated by program monitors.

To be known as the Los Angeles Green Business Certification Program, the effort initially will cover three business sectors: auto repair, restaurants and office-retail.

The new city program was announced at a news conference at Ciudad restaurant in downtown Los Angeles on December 9, 2009. The LACCD was joined at the news conference by its program partners, the Los Angeles Area Chamber of Commerce, Green Seal, Inc., Green Globe and dineLA, a part of LA INC., The Los Angeles Convention and Visitors Bureau.



"We are very pleased to be involved with a group of such esteemed partners to deliver the Los Angeles Green Business Certification Program," commented Steven R. Peacock, CEO and Managing Director for Green Globe International, Inc. "There is no question about the city's commitment to green and this team has the capability of developing, managing and promoting a cutting edge green business certification system that everyone involved with will be proud to be a part."

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RECENT NEWS

Tuesday, Dec. 22
Green Globe International Announces the Launch of www.greenglobe.com

Thursday, Dec. 10
Green Globe International Announces Participation in Los Angeles Green Business Certification Program

Wednesday, Sept. 23
Green Globe International Announces Recognition of Chattanooga Green Lodgings Program

Thursday, Sept 10
Green Globe International Announces Licensing Agreement With Farnek Avireal to Provide Green Certification for Hotels and Golf Courses Throughout the Middle East

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CORPORATE PROFILE

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State of Incorporation:

Delaware

Stock Symbol:

GGII

Note: Green Globe services in the Asia Pacific region are distributed, managed and sold exclusively by Green Globe Asia Pacific (GGAP) through EC3 Global. For further information on Green Globe Asia Pacific, please visit www.greenglobe.org.

The World Travel & Tourism Council (WTTC) is a shareholder in Green Globe International



Green Globe International is an Affiliate Member of the United Nations World Tourism Organization (UNWTO)



Message from the CEO

For Green Globe International, Inc., the year 2009 was filled with many significant events that will serve to shape the future of the company for years to come. I have chosen to point out three of the most significant areas of progress as part of our year-end newsletter edition. I feel that this is an excellent time to look back, even as we are moving forward with our ambitious plans for 2010.

As 2009 began, we had just signed an initial licensing agreement with Green Certifications and its owner, Guido Bauer. The first full month of operations commenced in January 2009, and since that time, the name of the company has been changed to Green Globe Certification (GGC), a new GGC website was launched, and just recently, the license was both extended to 10 years and expanded to include client marketing. This extension and expansion was granted due to Guido and his team's superb work in promoting the brand and building a significant client base.

2010 is expected to bring many more positive announcements regarding the achievements of this most valuable licensee/partner. Some of the anticipated announcements will result from activities that are already occurring as I write this report.

A related milestone was the cancellation of the existing long term joint venture agreement with our Australian partner, Green Globe Asia Pacific, and the issuance of a new 5 year license that enable our company to acquire their Green Globe client base in years 3, 4 and 5.

Near the very end of 2009, Green Globe was able to announce that it is a partner in a consortium, led by Los Angeles Community College District, that was awarded the Los Angeles Green Business Program, a highly competitive bid project sponsored by the city and the Los Angeles Department of Water and Power.

This worthy and high profile project firmly entrenches Green Globe into the environmental fabric of America. We will springboard from this project into many other opportunities in the U.S., some of which are already being presented to us.

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Green Globe Launches www.greenglobe.com

In Recognition of Worldwide Achievements, Green Globe Certification Awarded a 10 Year License With Multiple Extensions

Green Globe International has announced the launch of Green Globe Certification's www.greenglobe.com portal. The new information hub brings together all Green Globe Certification services offered in countries and regions around the world, assisting businesses as well as individual travelers discover the best in sustainable travel and tourism.



"Green Globe Certification has made significant progress in growing the brand in its licensed markets around the world," commented Steven R. Peacock, CEO and Managing Director of Green Globe International.

"In recognition of the substantial achievements made in 2009, Green Globe Certification has been awarded a 10-year license with multiple extensions from Green Globe International, Inc. This license to manage certification and its related services, such as client promotion on behalf of the brand in specified regions, has also been extended to new markets, including transportation, automotive and retail," he added.

Green Globe International was recently announced as a partner in the initiative that will allow businesses in the city of Los Angeles to earn a seal of approval through its new green business certification program.



Green Globe Reviews the 2009 Calendar Year

Major calendar year accomplishments are highlighted

As Green Globe begins a new year, its position as the preeminent worldwide symbol for sustainability has been enhanced by the activities of the brand owner, Green Globe International, in 2009.

Certification Programs Grow

The 2009 calendar year began for Green Globe with the expansion of the company's certification programs through the creation of Green Globe Certification (GGC), which had an existing client base and extensive marketing capabilities to expand use of the Green Globe brand in specified territories. Green Globe Certification was granted an initial license to market and implement branded programs in North, Central and South America, the Caribbean, and Europe. At the time of the announcement, Guido Bauer, CEO of Green Globe Certification, commented, "The Green Globe brand has a long and distinguished history in the travel, tourism and hospitality industries, and our ongoing marketing efforts will be bolstered by having the certification program presented under the Green Globe name. The partnership between our organizations has been extremely fruitful thus far, and we look forward to completing the acquisition by Green Globe and expanding the certification program in the targeted regions."


As part of the alliance, a new website, www.greenglobecertification.com, was launched as part of a comprehensive Green Globe web strategy, which supports the company's various revenue streams through the online promotion of branded services. The strategy also included the launch of a new website for Green Globe International, www.greenglobeint.com, which is a web portal designed to provide easy access to the various Green Globe operations websites reaching around the world, including that of Green Globe Certification. Later in the year, Green Globe announced the addition of www.greenglobe.com to the family of program websites (see story on page 3 of this newsletter).

Another step in solidifying the relationship with Green Globe Certification was the announcement in December that in recognition of the substantial achievements made in 2009, Green Globe Certification has been awarded a 10-year license with multiple extensions. This license to manage certification and its related services, such as client promotion on behalf of the brand in specified regions, has also been extended to new markets, including transportation, automotive and retail.

In more certification news, May brought a new license agreement with Green Globe Asia Pacific (GGAP), a wholly owned subsidiary of EC3 Global, which provided GGAP a license to provide certification services under the Green Globe brand to the travel and tourism industry on an exclusive basis in the Asia Pacific region (excluding mainland China) and non-exclusive basis in countries outside that region and in mainland China. GGAP agreed to pay Green Globe Limited, majority owned by Green Globe International, a license fee for the use of the Green Globe brand.

At the time of the announcement, Bradley Cox stated, "As the green economy grows and the certification of sustainability becomes imperative for businesses and communities, this new agreement provides both organizations with an excellent foundation to carry out our important work in our designated territories."

Brand Recognition

Also early in the year, the Green Globe program was featured in a report published by Ernst & Young, a global leader in assurance, tax, transaction and advisory services, titled "Global Hospitality Insights: Hospitality Going Green." 

The publication cites Green Globe as the global environmental certification program for the travel and tourism industry. It recognizes the origins of the Green Globe program with the World Travel and Tourism Council (WTTC), the United Nations World Tourism Organization (UNWTO) and the Earth Council.

The report asserts that a growing number of stakeholders, including governments, non-governmental organizations (NGOs), corporations, and consumers are aware of the need to engage in environmentally responsible practices. It notes that through the Green Globe program, hotels and resorts can achieve certification by meeting standards in areas such as greenhouse emissions, energy efficiency, management of freshwater resources, ecosystem conservation, and wastewater and solid waste management.

Soon afterwards, the company announced the inclusion of the Green Globe brand in several new applications including the

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American Automobile Association's tour books, Travelocity's Green Directory and British Airway's AIRMILES program.

The American Automobile Association (AAA), which has over 51 million members in the United States and Canada, now features Green Globe Certified properties in its travel material. AAA has introduced a green category in its tour books and online content, and all properties certified by Green Globe Certification in the United States, Caribbean and Mexico will be featured and highlighted.



All properties that sign up for the Green Globe Certification before June 30, 2009 will be included in the tour books, which have a circulation of approximately 16 million. Additional consumer use AAA's online travel resources.



Travelocity, one of the largest travel companies in the world with annual gross bookings of more than \$10 billion, has launched an eco-friendly directory, which highlights properties and destinations already offering meaningful sustainability initiatives. Green Globe certified hotels and resorts are featured on the Travelocity directory.

AIRMILES, a program owned by British Airways, implemented a new product category of "Greener Hotels" on its website and reservation system, which identifies for its customers the hotels that have achieved Green Globe Certification in order to allow travelers to choose environmentally responsible hotels within the AIRMILES program.



The Green Globe brand is also prominently displayed next to Certified hotels listed with Air Canada Vacations, a leading Canadian tour operator affiliated with Air Canada, Canada's largest full-service airline. Air Canada Vacations offers a wide assortment of leisure travel packages including cruises and tours servicing over 100 destinations in the Caribbean, Central and South America, Asia, Europe, and the United States.

Green Globe certified properties are listed on the German language website of TUI Travel, a leading international leisure travel group which operates in approximately 180 countries worldwide and serves more than 30 million customers in over 25 source markets.

Green Globe Certified hotels are also highlighted with the certification logo by Danish-based tour operator Billet Kontoret.

Green Globe Index Launched

In March, Green Globe International, in partnership with Sustainability Intelligence launched the Green Globe Index to provide a common platform for all travel and tourism related companies to measure, rank and demonstrate sustainability. The Green Globe Index tool allows clients to calculate their CO2e footprint, the financial cost of that CO2e, and to track their performance of energy and water consumption and non-recyclable waste production.

As part of the launch announcement, Mr. Cox said, "The global travel and tourism industry has a wide range of initiatives and measurement processes. The Green Globe Index provides a common platform to enter data and deliver global ranking and education, using the independence of the industry's only global sustainability and certification brand -- Green Globe. The index is based upon company submissions using an online questionnaire and data entry process to deliver a ranking by business type both nationally and globally. Users who achieve a minimum level of attainment are placed on a public index for consumer and corporate buyers to identify sustainable companies."

The entry cost for the index is US\$85 per year, with users able to update and increase their data delivery an unlimited number of times each year. Volume users can receive reduced pricing, and all users can receive further licenses at a preferential price to engage their supply chain.

The index is global and not country or industry sector specific and designed for all companies in the global travel and tourism industry whether large or small, supplier or principal. The index will be accessible to corporate buyers and consumers to identify travel and tourism companies who are making a difference. Alternately users can rank their own performance without having to share it publicly.

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Green Globe Partners to Deliver Green Business Certification Program to City of Los Angeles

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Councilman Richard Alarcon has spearheaded the city's effort to create the Green Business Certification Program since March 2007.

"In today's economy, businesses are looking at ways to save money and draw in more business, and the Green Business Certification Program will do just that," Councilman Alarcon said. "Today's vote by the City Council means that after years of a collaborative effort, we will have a new incentive program for businesses that are working to reduce their impact on our environment.



I look forward to working with the Los Angeles Community College District and its partners to get the program up and running quickly, so we can start certifying our environmentally friendly businesses," he added.

A \$150,000 grant from the Los Angeles Department of Water and Power will help to pay for the district's how-to workshops for businesses that seek green certification.



Los Angeles Area Chamber of Commerce

The Los Angeles certification effort will strive to protect the environment by conserving energy and water, as well as take steps that will help businesses reduce costs.

As an example, city officials point to the Westin Bonaventure Hotel & Suites, which expects to save about \$225,000 a year because it incorporated such green practices as composting food waste and installing energy efficient lighting.



Businesses interested in the Green Business Certification Program can take the pledge to "go green" and enroll at <http://www.lacity.org/ead/environmentla/cgbp/pledge.html>. Seventy businesses have already signed-up at the site. Businesses may begin applying for certification in approximately six months.



CEO Greeting

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Around the world today, the brand "Green Globe" continues to be looked upon as the "only globally recognized green brand for sustainability." To put a value on that statement will depend on what your current management does this year with this incredible asset and the many opportunities being presented to Green Globe International, Inc. I am convinced that the overall team that we have in place, including our valued alliance partners around the world, are up to the task.

Just as the past year saw lapses in updating information about the company, I pledge to do just the opposite in our delivery of news and events including financial information this year and into the future.

There will be opportunity - even in challenging times. If you look back at Green Globe's accomplishments in 2009, when many high profile brands saw their opportunities disappear or greatly diminish, one can only determine that this is a vibrant entity poised for growth in 2010.

Kindest regards,

Steven R. Peacock, Managing Director/CEO

Forward-Looking Statements

This newsletter contains forward-looking statements with respect to the results of operations and business of Green Globe International, Inc., which involves risks and uncertainties. Actual future results could materially differ from those discussed. The Company intends that such statements about the Company's future expectations, including future revenues and earnings, and all other forward-looking statements be subject to the "Safe Harbors" provision of the Private Securities Litigation Reform Act of 1995.

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Companies who are new to sustainability can identify areas for action and focus using the index. Index reports are automatically generated to assist clients identify future improvements required to increase sustainability.

The index can also be used to assess and improve supply chain sustainability. Index users can demonstrate their achievements to prospective and existing suppliers and clients, supporting increased sustainability focused procurement.

New Alliances for U.S. Market

In April, Globe International has entered into a strategic partnership agreement with Ship & Shore Environmental, Inc., which provides customized environmental solutions to green businesses in a variety of industries, to collaborate on projects involving the Green Globe brand and its sustainability programs.



Ship & Shore Environmental, Inc. is a multi-disciplined engineering firm with mechanical, structural, chemical, and electrical engineers that have in-depth process knowledge and expertise. Ship and Shore's Green Energy Industrial Solutions division is expected provide Green Globe clients with expertise on making significant reductions in GHG emissions, while lowering energy consumption. Furthermore, Green Globe clients who choose to reduce GHG may qualify for significant financial subsidies and, in some cases, be able to produce credits under current carbon trading regimes. Green Globe International will work with Ship & Shore Environmental and businesses referred by the company to introduce Green Globe's web-based Index and Certification tools. In addition, Green Globe International will seek to recommend Ship & Shore Environmental's technologies to reduce greenhouse gases and carry out surveys to estimate energy savings to existing and future customers looking to achieve efficiency gains. Ship & Shore Environmental, Inc. also offers technical expertise that may be delivered as consultancies under green business programs planned for U.S. cities as well as international tourism destinations.

Green Globe then signed a partnership with Village Green Environmental Solutions, Australia, a leader in the field of emissions, water and waste auditing, to provide environmental certification for small businesses within the United States. The partnership was undertaken to assist U.S. small businesses to be internationally recognized by Green Globe for their efforts in assessing their carbon footprint via the Village Green online software tool.



Green Globe International is constantly updating its suite of online tools and has selected Village Green's technology to lead its business and community certification across the United States and into its other global destinations. Village Green is providing the technical expertise supported by its own online reporting tool, known as IWASP. Both web and application based, this software has been used by Village Green to audit more than 3,000 businesses over the last eight years. It incorporates around 30,000 devices in its database to allow businesses and individuals to measure greenhouse gas emissions with ease.

Small business can go through an online portal to generate international standard environmental reporting, covering, energy, waste, water and transport use. Information is verified against workplace behavior and compared to their utility bills. The application results in a downloadable report and qualifies for undertaking Green Globe certification. Certification will assist state and local government to address community based energy efficiency by working with clusters of small businesses nationally.

Doug Smith, CEO of Village Green Environmental Solutions Pty Ltd, stated, "On a global scale, businesses are increasingly aware of their responsibility to positively impact climate change. This partnership adds value to the Village Green small business programs that counties are currently adopting throughout the United States. Now small business will not only have the tools to save money and reduce environmental impacts, they will have the opportunity to be recognized to an international standard, globally."

Global Expansion

The Green Globe program, under the management of Green Globe International, expanded into a number of new markets during 2009.

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In April, Green Globe entered into an agreement with International has announced the signing of a partnership with The Heritage Environmental Management Company, South Africa, the country's leading environmental management company for the travel and tourism industry.



Heritage is the only company in South Africa delivering focused and region-specific environmental management programs providing a competitive advantage to tourism operators in the field of sustainability and responsible tourism. The Heritage Environmental Rating Program has been recognized by Green Globe as compatible for incorporation in Green Globe certification. Greg McManus, Managing Director of Heritage, said, "This partnership represents a new commitment to sustainable and responsible travel in Africa and to the future of destinations across the continent. We are pleased to be part of the largest global initiative of its kind and to the development of growing awareness of environmentally responsible travel worldwide."

Mr. Bauer said of the relationship, "Our certification program is rapidly expanding globally through significant partnerships with the best in the business.

A week later, Green Globe announced its alliance with Responsible Business Alliance, a Corporate Social Responsibility (CSR) advisory partnership, for specified markets in Central America and the Caribbean. Under terms of the agreement, Responsible Business Alliance (RBA) will act as a preferred representative of the Green Globe brand and its associated certification and indexing systems in markets which include Costa Rica, Nicaragua, Honduras, El Salvador, Guatemala, Puerto Rico and Dominican Republic. RBA has extensive relationships and contacts with tourism businesses and destinations in the targeted markets and will utilize its partnership with Green Globe to encourage businesses to adopt environmentally sustainable criteria, including participation in the Green Globe Certification program and the Green Globe Index.



In July, the company announced an agreement with Green Wealth, Ltd. to deliver Green Globe licensed products in the Greece and Cyprus Markets, and in September, Farnek Avireal signed an exclusive 5-year licensing agreement with UAE based to utilize the Green Globe brand covering tourism properties within 20 different countries throughout the Middle East.

Certification Summits

Green Globe launched its Certification Summits with the inaugural event held in Alicante, Spain from June 25 through June 29. The 3-day event was held was intended to bring all European-based Green Globe sales personnel, consultants and independent auditors together in order to provide clear guidelines, sales and marketing structure and additional information on Green Globe standards. At the summit, Green Globe Certification also offered accreditation training to allow qualified individuals to become independent auditors for Green Globe Certification worldwide. Additional Summits are planned for 2010 in locations around the globe.

The Los Angeles Green Business Program

As outlined in the lead story of this newsletter, Green Globe is a partner an initiative that will allow businesses in Los Angeles to earn a seal of approval through the city-sponsored new green business certification program. Green Globe is working with high profile entities which include the Los Angeles Community College District (LACCD), the Los Angeles Area Chamber of Commerce, Green Seal, Inc., and dineLA, a part of LA INC., The Los Angeles Convention and Visitors Bureau.

The program will provide information on which local businesses are green and how businesses can adopt sustainable practices. Partnering for an initiative of this profile is expected to provide Green Globe a platform for the expansion of branded programs in the United States, a market where the Green Globe was first introduced in the mid 1990s. With the L.A. program in place, efforts to market Green Globe branded program in other U.S. cities will begin in earnest in 2010.

Despite a worldwide economic recession and an even more significant downturn in the travel and tourism industry, a core historical market for the brand, Green Globe has managed to not only survive, but to expand both its operations and opportunities for 2010. The company will seek to leverage this expansion into revenue generating activities that will return value to the company and its shareholders.

