



The Premier International Green Brand

OTC BB Symbol: GGLB

www.greenglobeint.com

Green Globe International, Inc. Partners with Village Green Environmental Solutions to Create Climate Solution for U.S. Small Businesses

Green Globe International, Inc. (stock symbol: GGII), the worldwide owner of the Green Globe brand, has announced the signing of 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 will assist U.S. small businesses to be internationally recognized by Green Globe, the pre-eminent symbol for sustainability and response to global climate change, 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 Environmental Solutions P/L
AUSTRALIA | IRELAND | MALAYSIA | UNITED STATES

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.

"State and county representatives are now well placed to provide world's best practice in environmental reporting to their small business communities and realize an opportunity which meets the criteria and support of the recently announced Energy Efficiency Community Block Grants. The signing of this partnership will provide tremendous value to small businesses in the community by encouraging employment opportunities, reducing business operating costs and addressing climate change," said Doug Smith, CEO of Village Green Environmental Solutions Pty Ltd.

"Green Globe International requires its certified businesses to scientifically measure their performance in key areas of sustainability. The online system offered by Village Green far exceeds this performance measurement to now allow our clients to identify exactly which divisions of their company, as well as appliances and other equipment, that need immediate improvement," said Bradley Cox, Chief Operating Officer, Green Globe International, Inc.

(continued on page 4)

RECENT NEWS

Monday, June 1

Green Globe International, Inc. Announces New Stock Trading Symbol: GGII

Tuesday, May 26

Green Globe International, Inc. Announces Partnership with Responsible Business Alliance (RBA) for Central American and Caribbean Markets

Tuesday, May 19

Green Globe International, Inc. Announces Partnership with the Heritage Environmental Management Company for the Africa Market

Friday, May 15

Green Globe International, Inc. and Village Green Environmental Solutions Partner to Create Climate Solution for U.S. Small Businesses

Monday, May 11

Green Globe International, Inc. Announces New License Agreement with Green Globe Asia Pacific

INSIDE THIS ISSUE

CEO Greeting

Page 2

Partnership with RBA

Page 2

Alliance with Heritage

Environmental Management Co.

Page 3

New Agreement with GGAP

Page 3

Ruby Falls Installs New Solar Panels

Page 4

CORPORATE PROFILE

U.S. Headquarters:

29970 Technology Drive, Suite 220E
Murrieta, CA 92563
Tel +1 310 984 6807
eFax: +1 951 755 2500

Website:

www.greenglobeint.com

Investor Relations:

Gemini Financial Communications
Phone: +1 310 984 6807, Ext. 4
Email: investors@greenglobeint.com

Board of Directors:

Gary Nerison - Chairman
Terry De Lacy - Director
Charles Kao - Director
Steven Peacock - Managing Director

Officers:

Steven Peacock - CEO
Bradley Cox - COO
Guido Bauer - VP of Global Sales

State of Incorporation:

Delaware

Stock Symbol:

GGII

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

I write this newsletter greeting on the day after Green Globe International completed a reverse split of the company's common stock and was assigned a new stock trading symbol: GGII. The decision to pursue an authorization for the reverse and then to implement it several months afterward was not taken lightly. However, the Board strongly believes that the restructure was necessary and will allow the company to attract financing partners who will recognize the long-term value proposition presented by Green Globe International -- partners who will act with us to enhance the value of the company's common stock. In today's stock market, this type of cooperation is the key element that allows an emerging company to grow without sacrificing its early stage shareholders. Given the opportunities that are now within reach, the Board felt that GGII had reached a stage in its business plan where institutional investment could be attracted, but that it would require a re-positioning of the company's capital structure. As I send this message to you, I believe that we have made the correct decision.

As evidenced by the announcements contained in this newsletter, Green Globe programs continue to spread around the world. The brand, while already the most widely known and well-respected international symbol for sustainability, is gaining greater recognition with each new partnership and program that is launched. In the U.S., we are currently working on several projects that, if successfully initiated, are anticipated to greatly increase recognition of the Green Globe brand with business, government and consumers. This is a market we will continue to pursue, given that there is tremendous room for growth and much to be achieved here.

I hope that all of our shareholders and those interested in the worldwide growth of the brand will continue to follow our progress.

Regards,

Steven R. Peacock, Managing Director/CEO

Green Globe Enters Into Partnership with Responsible Business Alliance (RBA) for Central American and Caribbean Markets

Green Globe International, Inc. recently entered into an agreement 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.

Costas Christ, Senior Advisor to RBA and an internationally recognized expert on sustainable tourism, said, "The next frontier in sustainable tourism is the creation of a recognized globally accredited certification that represents best practices, in the same way a Michelin star means culinary excellence, whether you are in Thailand, South Africa or New York. This will be a major step forward for the global travel and tourism industry, and Green Globe is working hard to lead the way."

Guido Bauer, CEO of Green Globe Certification, said, "To create a universal certification program which verifies tourism businesses' sustainability credentials, we need partnerships in key locations across the world. RBA has strong credentials as CSR consultants in Central

(continued on page 4)

Agreement with The Heritage Environmental Management Company Reached for the Africa Market


Green Globe 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."


Guido Bauer, CEO of Green Globe Certifications, said, "Our certification program is rapidly expanding globally through significant partnerships with the best in the business. Our international collaborations, as well as our marketing efforts aimed at tourist source markets in Europe and North America, are exclusively available to Green Globe Certification clients and will bring major benefits to Heritage clients. Signing this agreement at the completion of a hugely successful INDABA has reinforced our plan to be working on the ground with regional experts who have exceptional standing in their communities and real respect for Green Globe's world renowned brand. We will work closely with Heritage to integrate the Heritage Environmental Rating Program and ensure that the tourism businesses here can be assured that they have achieved the highest level of internationally recognized sustainability certification."

Bradley Cox, Chief Operating Officer of Green Globe International, commented, "We are extremely pleased to have Green Globe Certification extending our reach into Africa. This partnership approach will pay dividends to Heritage clients and the environments and communities they work in, as well as build returns for Green Globe shareholders." 

New License Agreement Signed with Green Globe Asia Pacific

Green Globe International has signed a new license agreement with Green Globe Asia Pacific (GGAP), a wholly owned subsidiary of EC3 Global. The agreement provides 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 has agreed to pay Green Globe Limited a license fee for the use of the Green Globe brand.


Bradley Cox, Chief Operating Officer of Green Globe International Inc., said, "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."

Stewart Moore, CEO for EC3 Global, stated, "EC3 Global and GGAP are looking forward to continuing to provide customers worldwide with Green Globe certification underpinned by Earthcheck™ benchmarking, the world's leading environmental benchmarking and carbon measurement program covering 27 sectors within the travel and tourism sector. The Earthcheck™ benchmarking and certification process is exclusive to EC3 Global and GGAP." 

Partnership with Responsible Business Alliance (RBA) Announced

(continued from page 2)

America and the Caribbean and understand the many benefits businesses receive when they can publicize their achievements through Green Globe certification."

Bradley Cox, Chief Operating Officer of Green Globe International, added, "At the World Travel & Tourism Council Global Summit held in Brazil last week, the call for a universal 'sustainability label' was again raised. Green Globe, with its 15 year history in worldwide sustainability certification, is diligently working to earn this recognition. The global partnerships we have been building, most recently in Africa, Central America, the Caribbean, and the Asia Pacific, demonstrate Green Globe investment in global collaboration." 

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.

Green Globe Certification Client Ruby Falls Completes Solar Panel Installation

On Friday, April 10th, Green Globe Certification client Ruby Falls, a top U.S. tourist attraction located near Chattanooga, Tennessee, installed solar panels in another push toward a more eco-friendly attraction. This is the next step in Ruby Falls' commitment to environmental responsibility and providing a better experience for visitors.

"Installation of solar panels is only the latest example of Ruby Falls taking a responsible approach to making meaningful changes," said Dobbin Callahan with Skye Con, a third party environmental consulting company working with Ruby Falls. "It has been a privilege to be involved with this dedicated and professional team as they have significantly improved the environmental footprint of the attraction. They are making a difference."


"Ruby Falls should be very proud as one of the first major Tennessee attractions to take a leadership role in demonstrating how renewable energy generation can become an integral part of one of the Southeast's favorite tourist destinations," said President & CEO Tom Kilgore of the Tennessee Valley Authority (TVA). "It is a testament to their dedication and commitment to clean, renewable, sustainable energy development. TVA is proud to be a supporter of this effort."

"Currently our main focus is on efficiency in our cavern and renewable solar energy," said Hugh Morrow, president of Ruby Falls. "This project is the equivalent reduction of gasoline usage by over 9,000 gallons, as well as the equivalent of the carbon sequestered by over 18 acres of pine forest. We are truly indebted to the State of Tennessee and their Clean Energy Technology Program - without their support this would not have been possible."

The solar panels, installed by Big Frog Mountain (www.bigfrogmountain.com), are capable of producing 16,000 KWH of renewable energy per year. This combined with the use of computer-controlled high efficiency lighting in both LED and compact fluorescents has reduced and offset power consumption by over 24%.

Ruby Falls' environmental management team created initiatives in four main areas: waste reduction & increased recycling, increasing the use of renewable energy, reduction in green house gas emissions and sustainable land use planning.

While Morrow stated, "our environmental journey will never be complete," Ruby Falls has made enough progress to be the first U.S. attraction to successfully complete the Green Globe Certification process. Green Globe Certification delivers the certification program for Green Globe International in the U.S., as well as other regions around the world.

Ruby Falls is America's deepest commercial cave and largest underground waterfall open for public viewing. It features a 145-foot waterfall located 1,120 feet beneath the surface of Lookout Mountain, near Chattanooga, Tennessee. The attraction has been named as a "Top 7 United States Natural Wonder," on a list that includes Yosemite, Niagara Falls and the Grand Canyon, as well as on a list of "Top Ten Hidden U.S. Treasures." More information on Ruby Falls can be found at www.rubyfalls.com. 



(Photo Credit: John Coniglio)

Pictured from L to R: Jim Frierson and Karen Hundt, representing the Chattanooga Green Team; Andy Berke, 10th District Tennessee Senator; Hugh Morrow, Ruby Falls President; Lee Curtis, TN Department of Tourism; Chattanooga Mayor Ron Littlefield; Ryan Gooch, TN Dept. of Economic and Community Development; Patricia Gray, TN Dept. of Tourism

Green Globe and Village Green Environmental Solutions Partner to Provide Climate Solution for U.S. Small Businesses

(continued from page 1)

Mr. Cox added, "In our experience, businesses are keen to do whatever they can to reduce their impact on the environment as well as get their staff involved in this important contribution. Village Green provides the opportunity for these environmental strategies to be precisely planned for and budgeted. Business can achieve significant reductions in an economical and efficient manner."

Mr. Smith agreed, saying, "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." 