



The Premier International Green Brand

OTC: GGII

www.greenglobeint.com

# Green Globe Brand Featured Alongside Other High-Profile Travel Industry Brands

*American Airlines In-Flight Magazine Includes the Brand in Green Hotel Options and BART Co-Marketing Program is Undertaken*

Green Globe International, Inc. (stock symbol: GGII), the worldwide owner of the Green Globe brand, recently announced the brand's inclusion with two high profile travel and tourism industry brands, American Airlines and Bay Area Rapid Transit (BART).

First, Green Globe announced that the Green Globe brand and hotel certification program was featured in American Airlines' in-flight magazine, "American Way." The in-flight magazine is available to passengers on American Airlines, which carries approximately 300,000 passengers per day.



The feature was part of the April 1, 2010 edition of "American Way," in the "Green Scene" section of the publication. The "Green Scene" segment features Green Globe Certification alongside the U.S. Green Building Council's LEED Certification, as well as the hotel certification programs of Green Seal and Green Key. Green Globe International is a strategic partner with Green Seal to deliver

a green business certification program for the City of Los Angeles. The page can also be seen at the "American Way" website home page by clicking the "Green Scene" link at [www.americanwaymag.com/04012010](http://www.americanwaymag.com/04012010).

Included in the Green Globe listing in "American Way" is the Green Globe International website, [www.greenglobeint.com](http://www.greenglobeint.com). Green Globe's hotel certification program is delivered by its certification licensees, including Green Globe Certification ([www.greenglobe.com](http://www.greenglobe.com)).

"Having the Green Globe brand and certification program included in such a high profile in-flight magazine as 'American Way' is a significant development, and as owners of the brand, Green Globe International feels it is important to alert our shareholders when such a feature appears," said Steven R. Peacock, CEO and Managing Director for Green Globe International, Inc. "This is just one of the many places that we expect the Green Globe label to be seen in the coming months as Green Globe Certification and other brand programs continue to spread within the United States and internationally."

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## RECENT NEWS

**Wednesday, May 5**

Green Globe International Announces the Appointment of Doug Smith to Board of Directors

**Monday, May 3**

Green Globe International Upgraded on OTC Markets Reporting Service With Posted Quarterly Financial Information

**Thursday, Apr. 29**

Green Globe International, Inc. Completes Subscription to OTC Markets Reporting Service

**Wednesday, Apr. 28**

Green Globe International, Inc. Announces Co-Marketing Program With Bay Area Rapid Transit (BART)

**Monday, Apr. 26**

Green Globe International, Inc. Announces Brand and Certification Program Feature in American Airlines In-Flight Magazine

**Friday, Apr. 23**

Green Globe International, Inc. Announces Membership in Sustainable Business Council of Los Angeles

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### Board of Directors:

Gary Nerison - Chairman  
Steven Peacock - Managing Director  
Doug Smith - Director

### Officers:

Steven Peacock - CEO  
Anoosheh Mostafaei - VP of  
Environmental Engineering

### State of Incorporation:

Delaware

### Market:

Over-the-Counter

### 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](http://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

The May 2010 Green Globe International newsletter highlights some very significant events related to the Green Globe brand, and we are pleased to have the opportunity to review them for our shareholders and potential investors who may just now be made aware of the company and our ownership of the most powerful international symbol of sustainability.

The first was the announcement that Green Globe was featured in American Airlines' in-flight magazine, "American Way." This publication is placed in front of hundreds of thousands of American Airlines passengers each day. Soon after the American Airlines news, we announced that the brand was being featured in a co-marketing program with Bay Area Rapid Transit (BART), which highlights BART's position as the green transit option for the San Francisco Bay Area. Being associated with two of the most recognized brands in travel and tourism is an exciting development.

In Los Angeles, where Green Globe joined in an initiative to deliver a green certification program to businesses in the city, Green Globe has now joined the Sustainable Business Council of Los Angeles (SBCLA), a non-profit organization, which provides events, networking, and advocacy programs for sustainable businesses, entrepreneurs and executives throughout L.A.


Finally, we have appointed Doug Smith to serve on the Green Globe Board of Directors. His experience with Village Green Global makes him the ideal director to assist us in the areas of Brand integrity and licensing. We believe that we will be expanding our relationship with Village Green in the coming months, and we are glad to have Doug on board with Green Globe.

Best regards,  
Steven R. Peacock, Managing Director/CEO

## Green Globe International Joins the Sustainable Business Council of Los Angeles

Green Globe International has announced its membership in the Sustainable Business Council of Los Angeles (SBCLA) as part of its expressed desire to develop a growing presence within the Los Angeles green business community. Green Globe International is a member of the strategic partnership contracted to deliver a green business certification program for the city of Los Angeles.

The SBCLA is a non-profit organization, which provides events, networking, and advocacy programs for sustainable businesses, entrepreneurs and executives throughout Los Angeles. The SBCLA holds bi-monthly forums that offer sustainable business professionals in the Los Angeles area the chance to connect with each other in an intimate, confidential setting to discuss the issues, opportunities and business models impacting the world. Forum meetings allow members to present their businesses and raise specific issues they are facing in order to get feedback and advice from fellow council members. With a range of skills, expertise, knowledge and successes across many industry sectors, SBCLA forums can provide critical perspective and support, as well as the opportunity for additional networking within Los Angeles' green community. More information on the SBCLA can be found at [www.sustainablebc.org](http://www.sustainablebc.org).

"I am pleased to announce Green Globe's association with the SBCLA," said Steven R. Peacock, CEO and Managing Director of Green Globe International, Inc. "This is a very important organization, since it brings together members of the green business community in Los Angeles, which is a critical component, along with building consumer awareness, in developing a green and sustainable economy in this region. I think Green Globe can be a good partner within SBCLA in this endeavor." 

# Village Green Global CEO Doug Smith Appointed to Green Globe Board



Doug Smith, founder and CEO of Village Green Global, Inc., has been appointed to serve on the Green Globe International Board of Directors. Mr. Smith has significant experience as a company executive, environmental entrepreneur and energy management educator.

In May 2009, Green Globe International entered into a partnership with Village Green with the goal of targeting businesses within the United States for environmental certification and use of the Village Green online software tool. The companies are currently working toward the launch of the joint program.



Mr. Smith is a true environmental entrepreneur with over 25 years experience in the business sector. He has used his visionary drive and extensive knowledge to increase profit, inspire, educate and transform businesses to reduce environmental impact, and create the foundations of a great culture and social awareness. With Doug's leadership, Village Green has made it a priority to develop relationships with education systems in order to begin cultivating green jobs, which are increasingly important in today's workforce. His curriculum, which he himself teaches at colleges across the world, covers specific skills across the energy management spectrum, preparing students for a variety of responsibilities. Through his leadership role in Village Green Global, Doug is realizing his vision to help nurture an emerging industry in the U.S. and make it simple for organizations to become more energy efficient, reduce costs and create green jobs.

Doug Smith established environmental reporting and methodology, which has been operated globally since 2002. His company, Village Green Global Inc., has pioneered automated environmental reporting for businesses. The company provides reporting solutions, advisory services, and education to support better business practices and improved bottom line performance. Aligning with Microsoft Corp. in September 2009, Village Green launched the SMARTweb® carbon emissions accounting tool, which enables organizations to accurately gather and verify emission data using the online application allowing for multiple levels of automated reporting not possible with manual, non-integrated systems. SMARTweb has been used for more than 6,000 environmental audits and incorporates approximately 30,000 devices in its database. Global brands such as CISCO, Daimler Chrysler and Westfield have already benefited from Village Green solutions and improved their bottom line performance in reducing their environmental impact. The company's Get Green program helps students of all ages learn processes needed to take advantage of green job opportunities within environmental services worldwide.

Mr. Smith said, "I am pleased to accept the appointment to serve on the Green Globe Board as we move forward with our plans to provide environmental sustainability services to business in the U.S. and around the world. Green Globe provides an internationally recognized sustainability standard, and we look forward to coupling certification with Village Green's SMARTweb® carbon emissions accounting tool."

"Doug Smith will provide valuable perspective and oversight as we expand the application of the Green Globe brand in the United States and around the world," commented Green Globe International CEO and Managing Director Steven R. Peacock.

"The leadership that Mr. Smith has provided for Village Green Global, from its founding to its expansion into the U.S. market and its alliances with major international businesses and organizations, demonstrates his effectiveness as a company executive, as well as his knowledge of the green business landscape. His experience is directly applicable to Green Globe's efforts to increase use of the brand as a premier mark of sustainability." 

## 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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Then, on April 28, 2010, Green Globe announced that the brand was being featured a co-marketing program with BART, which highlights BART's position as the green transit option, as well as transfers to airports in the San Francisco Bay Area.

BART operates five lines on 104 miles of track with 43 stations in four counties. With average weekday ridership of over 350,000 passengers, BART is the fifth busiest heavy rail rapid transit system in the United States.

BART is featuring the co-marketing program, which was initiated in March 2010, throughout its transit system, including the lines that bring travelers into San Francisco from area airports. The advertisements feature Green Globe's corporate logo and its .travel domain.



The marketing program is designed to communicate to international travelers and local passengers the sustainability benefits of BART and the benefits of Green Globe Certified properties. Green Globe also promotes the co-marketing campaign through [www.greenglobe.travel](http://www.greenglobe.travel) as well as providing promotion for BART through its participation in the world's biggest international travel trade shows.

“BART is a transit system that is well-known to travelers around the world,” said Green Globe International CEO and Managing Director Steven R. Peacock. “Green Globe’s association with such a highly recognized brand will only help to raise our profile in the U.S. market. We are also exploring additional applications for the Green Globe brand in the transit and transportation sectors, and we believe that this program with BART may assist us in consummating additional strategic agreements.” 

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## Green Globe International is Upgraded on OTC Markets Reporting Service with Posted Quarterly Financial Information

Green Globe International has been upgraded on the Pink Sheets OTC Disclosure and News Service as a result of filing its first quarterly balance sheet and income statement, which are posted at [www.otcmarkets.com](http://www.otcmarkets.com). The posting is the first in what is expected to be regular quarterly and annual financial information reported through the site.

Green Globe completed its subscription to the Pink Sheets OTC Disclosure and News Service for the purpose of disclosing the company's periodic financial statements to shareholders and the public markets. The move will allow for greater financial disclosure as the company overseas the expansion of the use of the Green Globe brand, the premier international symbol for sustainability and response to global climate change, while at the same time controlling the costs of reporting and compliance.



The company expects to file its full disclosure statement in the near future and ultimately be upgraded to “Current Information” status at the [www.otcmarkets.com](http://www.otcmarkets.com) site.

Green Globe previously announced its intention to utilize the Pink Sheets OTC Disclosure and News Service to report its periodic financial information and subsequently filed a Form 15 with the Securities and Exchange Commission, which will allow the company to achieve “Current Information” status once all of the required disclosure has been met.

“We are pleased to have our listing status upgraded at [www.otcmarkets.com](http://www.otcmarkets.com) and expect to reach ‘Current Information’ as additional information is posted,” said Green Globe International CEO and Managing Director Steven R. Peacock. “With new brand applications and emerging strategic alliances for Green Globe International, reporting the company’s financial information will continue to be a priority.” 