



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. Completes Another Round of Equity Investment in Village Green Global, Inc.**

*Green Globe Featured on “2 Minute Investor” at IC Places.com*

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LOS ANGELES, CA--(GLOBE NEWSWIRE)--July 13, 2010--Green Globe International, Inc. (OTC: GGII), the worldwide owner of the Green Globe brand, today announced the completion of a 3<sup>rd</sup> round of equity investment in Village Green Global, Inc., whose SMARTweb® environmental auditing tool establishes a baseline for its clients to begin measuring and potentially monetizing their environmental improvements.

Under a Co-Venture Reciprocal Licensing Agreement, Green Globe International has the right to acquire up to \$2,000,000 of Village Green’s common stock. Green Globe first exercised the option to acquire a portion of the Village Green stock several weeks ago and has now completed two additional equity purchases. Under the agreement, Village Green has imbedded the Green Globe Baseline Standard into the SMARTweb® environmental auditing tool and, as a result, will receive a royalty payment from each environmental report issued globally through SMART web®, as well as generating the opportunity to approach each client to undertake further steps towards third party verified, ISO compliant certification.

“Our interest in Village Green Global goes well beyond being just a partner in the Co-Venture Reciprocal Licensing Agreement,” said Steven R. Peacock, Managing Director and Chief Executive Officer of Green Globe International, Inc. “As is highlighted in the IC Places video presentation, the potential of the various revenue streams being pursued by Green Globe through its branded products and services and its partnership with Village Green is enormous. We will continue to pursue the best approach to each market sector, and provide the most useful solutions for the growing number of individuals, companies, organizations, and governmental bodies that are motivated and often mandated to pursue sustainability.”

Green Globe is also being featured by IC Places, Inc., which owns and operates a network of city based websites connecting businesses with their patrons by providing up to the minute information. The feature can be found at [http://www.icplaces.com/include/GGII\\_about.asp](http://www.icplaces.com/include/GGII_about.asp) or by clicking the “Local Business” link at the top of the [www.icPlaces.com](http://www.icPlaces.com) home page.

The feature on IC Places, which is presented as a video presentation by IC Places President Steven Samblis, highlights the multiple revenues streams currently being expanded by Green Globe including environmental reporting, consulting, certification, and training. It also discusses the large and growing global green market, and how Green Globe's history and reputation continues to attract additional revenue opportunities.

Village Green's SaaS-based carbon accounting tool, SMARTweb® not only tracks the environmental impacts of businesses, but makes unique product-specific recommendations to improve sustainability and reduce costs. Unlike most assessment tools, SMARTweb features an easy-to-use online interface that can save thousands of dollars versus using environmental consultants or building auditors. Moreover, SMARTweb can significantly lower logistical costs, resulting in additional savings.

The Green Globe brand and program, which traces its roots back to the United Nations Rio de Janeiro Earth Summit in 1992, where 182 Heads of State endorsed the Agenda 21 principles of Sustainable Development, has primarily been used in the travel and tourism industry but is now being expanded to include a growing number of environmentally responsible businesses in a variety of market sectors. The Green Globe brand is an ideal symbol for the world's increasing awareness of environmental responsibility and response to global climate change.

The company encourages all shareholders and others interested in following the progress of the Green Globe brand to subscribe to receive email alerts whenever new information is made public. To subscribe, please visit <http://www.greenglobeint.com/stayconnected/email/>.

#### **About Village Green Global, Inc.**

Established in 2002, Village Green Global 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. Its SMARTweb® carbon emissions accounting tool 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. Get Green helps students of all ages learn processes needed to take advantage of green job opportunities within environmental services worldwide. For more information, visit <http://www.villagegreenglobal.com>.

#### **About Green Globe International, Inc.**

Green Globe International, Inc. is the worldwide owner of the Green Globe brand, which includes the leading sustainability certification and benchmarking programs, carbon footprint calculation and offset programs, and a broad range of consulting services. Green Globe International has been admitted as an affiliate member of the United Nations World Tourism Organization. The World Travel & Tourism Council (WTTC), the business leaders' forum for the travel and tourism industry, is a 5% common stock owner of Green Globe International. For more information on the company and its programs, please visit [www.greenglobeint.com](http://www.greenglobeint.com).

For information on Green Globe Certification, please visit [www.greenglobe.com](http://www.greenglobe.com). To see sustainable travel options, please visit [www.greenglobe.travel](http://www.greenglobe.travel).

Green Globe services in the Asia Pacific are distributed, managed and sold exclusively by Green Globe Asia Pacific (GGAP) through EC3 Global. If you would like further information on GGAP, please visit [www.greenglobe.org](http://www.greenglobe.org).

#### Safe Harbor Statement

This release contains forward-looking statements with respect to the results of operations and business of Green Globe International, Inc., which involves risks and uncertainties. The Company's 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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