



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. CEO Discusses Business Model and Revenue Streams for Branded Programs around the World**

*Environmental reporting opportunities are added with new ventures in the United States and China*

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LOS ANGELES, CA--(GLOBE NEWSWIRE)--July 15, 2010--Green Globe International, Inc. (OTC: GGII), the worldwide owner of the Green Globe brand, today issued comments from CEO and Managing Director Steven R. Peacock regarding the company's business model and identifying the multiple revenue streams that Green Globe currently has in place through branded products and services marketed around the world.

“Given the abundant opportunities that continue to be presented to Green Globe as well as our recent successful efforts to implement branded sustainability products and services in a variety of sectors in the global green economy, I believe it is important to revisit how the company is poised to increase revenues through each of its revenue channels,” said Mr. Peacock.

“The revenue stream that has become the most prominent from an awareness standpoint over the last several months is environmental reporting, due to our co-venture agreement with Village Green Global, Inc., who provides its SMARTweb® environmental auditing tool as an effective low cost tool for businesses across the U.S. and in countries around the world. As has been discussed recently, the potential market for environmental auditing services to businesses is massive, and we believe that SMARTweb®, with the Green Globe Baseline Standard imbedded into it, will be an attractive value add to a large number of businesses. Village Green is already signing clients for SMARTweb®, so this is not a revenue stream we hope to have in place – this has already become a reality.

“The Green Globe Index sustainability assessment program is another low cost method to track an organization's environmental progress. The Index is currently being implemented in China in cooperation with China's Hotel Purchasing and Supplying Association (HPSA), which is headquartered in Beijing.

“Considering that according to a recent global study, the U.S. and China are the two markets with the largest projected growth in the green economy, the fact that Green Globe is actively engaged in revenue generating programs in both countries should be seen as very good news.

“The next revenue stream that Green Globe International already has in place and has begun receiving revenues from is consulting. Green Globe consultants can provide expertise in a number of areas, but one of our most recent projects was related to a sustainability event and Green Globe consulted on program structure, topic specific research, speaker engagement and recruitment, partnership development, event promotions, and sponsor recruitment/development and relations management. Payment has already been received for this event, so again, this is not a revenue area that we plan to bring to fruition – it is already producing.

“Another revenue stream that is already in place and producing is Green Globe certification services. We currently have an ongoing licensing arrangement with Green Globe Certification, which continues to increase its clients in the hotel, hospitality and tourism sectors around the world. Only this week, Green Globe Certification announced that a hotel group in Germany had registered for Green Globe membership and certification. Green Globe International currently receives its portion of revenues generated by certification, and with the outstanding work that is being done in this area, we expect this revenue stream to grow in the coming years.

“Because the business of green and sustainability are still in their relative infancy, there are additional revenue streams that are emerging and/or are anticipated. As one of the oldest and most well-respected international green brands, Green Globe is better situated than any other label to participate in emerging market sectors. We are prepared to act as soon as these areas become better defined and as new opportunities present themselves.

“Some sustainability market statistics related to Green Globe and its current revenue streams are included in a video feature IC Places, Inc., and I would encourage anyone interested in the company and its potential to watch that presentation. It 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 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 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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