



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Partners with Greenopia and Village Green Global, Inc. to Provide Sustainable Solutions for Small Business

Alliance to provide Greenopia's 25,000 customers in major U.S. cities with technology and services to maximize sustainability

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LOS ANGELES, CA--(GLOBE NEWSWIRE)—July 01, 2010--Green Globe International, Inc. (OTC: GGII), the worldwide owner of the Green Globe brand, today announced a joint venture with Greenopia, who utilizes an eco-analysis method to provide a local guide to green living for most major U.S. cities, and Village Green Global, Inc. Village Green and Green Globe International will provide market-leading green business services and technology solutions to the 25,000 small/medium business customers of Greenopia, so that they can maximize their sustainability.

“This joint venture with Greenopia and Village Green Global provides the complete solution to small businesses that includes the most trusted name in green consumer awareness, an award winning measurement tool that can establish a company’s baseline and monetize its environmental improvements, and an internationally recognized green brand for sustainability consulting and ISO compliant certification,” stated Steven R. Peacock, Managing Director and Chief Executive Officer of Green Globe International, Inc.

Green Globe International recently announced the signing of a co-venture and reciprocal non-exclusive licensing agreement with Village Green Global to imbed a Green Globe Baseline Standard into Village Green’s SMARTweb® tool. This standard and logo will be provided to each client that completes the SMARTweb environmental report.

Village Green’s SaaS-based carbon accounting tool, SMARTweb®, which will be offered to Greenopia members for a discounted rate, 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.

Referencing these savings, Doug Smith, CEO and Founder of Village Green Global, Inc. said,

“Direct savings to the bottom line performance of 15 percent for companies using SMARTweb are not uncommon in the United States.”

“Greenopia is excited to offer such a complete sustainability toolkit to its merchants in the myGreenopia program,” said Gay Browne, Founder of Greenopia. “Not only will these tools help decrease the businesses’ environmental footprint, but they will save small business owners money and will help promote the great environmental initiatives they are doing.”

Greenopia employs its award-winning eco-analysis method to deliver actionable green-assessments to the rapidly growing green consumer market. Green businesses and merchants use Greenopia's targeted marketing methods to effectively reach consumers making greener choices. Greenopia's rankings and ratings are based on its review of publicly available information and reflect its evaluation of such information.

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 Greenopia

Greenopia utilizes its proprietary eco-analysis methodology to assess the greenness of businesses, products, and national corporations. Greenopia’s dynamic research model uses a life-cycle based approach to measure the most pertinent environmental impacts. Each business is rated using category-specific criteria that are weighted based off of their relative importance environmentally. Greenopia's rankings and ratings are based on its review of publicly available information and reflect its evaluation of such information. To find out more, please visit

www.greenopia.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.

For information on Green Globe Certification, please visit www.greenglobe.com. To see sustainable travel options, please visit 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.

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.

CONTACTS:

Green Globe International, Inc.
Public Relations and Communications
Tel 888-528-0883
corporate@greenglobeint.com

Vantage Communications for Village Green
Tory Patrick
+1 202-558-9826
tpatrick@pr-vantage.com