



The Premier International Green Brand

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Green Globe International Announces the Participation of Estoril Congress Center in Green Globe Sustainability Certification Program

Facility targeted to become the premier green certified congress center in Europe through the Green Globe program

Green Globe International, Inc. recently confirmed its agreement with the Estoril Congress Center (ECC) in Estoril, Portugal, under which Green Globe International provides a variety of sustainability and related services that will enhance the center's position as the premier green meeting venue in Europe.

In response to the global climate crisis, Estoril Congress Center has committed to a vision of operating a meeting facility with zero emissions and zero waste. Its goal is to become a certified reference for sustainability in Portugal and in the European Congress Market.



Estoril Congress Center has initiated its certification process under Green Globe International by implementing a methodology focused on 4 key steps: Strategy and Vision, Recording Energy and Waste Usage, Stakeholder Engagement and Execution of Sustainable Operational Procedures. The service package provided to ECC by Green Globe International will include carbon, waste and resource reduction strategies, and operational protocols for recycling and material reuse, staff training, communications and measurement.



Green Globe International will appoint a representative to assist in the planning and coordination of sustainability activities for the Estoril Congress Center and will identify the criteria and benchmarking standards that must be achieved to attain sustainability and certification. The benchmarking and certification will be delivered through EC3 Global, Green Globe International's exclusive provider of the benchmarking and certification program worldwide.

ECC expects to receive the Green Globe benchmarked status by September 2008, thereby becoming among the first Congress Center in Europe to achieve that status in the Green Globe program and the first to achieve it under Green Globe International's comprehensive sustainability services agreement.

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Green Globe International, Inc. CEO Addresses First Revenues From Sustainability Services Agreement

Thursday, July 17

Green Globe International, Inc. Issues July 2008 Newsletter Featuring Agreements With New Strategic Partners

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Gary Nerison - Chairman
Terry De Lacy - Director
Charles Kao - Director
Steven R. Peacock - Managing
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Officers:

Steven R. Peacock - CEO
Bradley Cox - COO

Strategic Partner:

Javelin Advisory Group
(SEC Compliance, Accounting,
Management Consulting, and
Business Development)

Independent Auditors:

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State of Incorporation:

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Green Globe International CEO Addresses First Revenues From Sustainability Services Agreement

Payment received from first client; Additional customers in worldwide markets identified

Green Globe has issued a comment from CEO Steven R. Peacock on the company's recent announcement of a sustainability services agreement and the receipt of revenues from the contract.

"In our June 2008 newsletter released several weeks ago, I addressed several planned revenue streams for Green Globe International, and with the signing of the first of what we expect to be many clients for the company's comprehensive sustainability services, I would like to discuss where the payment we received as a result of this agreement fits in that revenue model.

"One of our greatest challenges as owner of the Green Globe brand worldwide has been to identify and focus our resources on specific targets among the innumerable opportunities that exist to deliver sustainability services to a global market. As a result, the Board of Directors, Chief Operating Officer Bradley Cox and our support staff spent a great deal of time after our acquisition of the Green Globe brand planning its continued growth as the premier international green brand. This included establishing Green Globe International as a leader in sustainability and carbon neutrality strategies for its stakeholders, which include governments, communities and operators, and to grow the equity of the Green Globe brand in travel and tourism as well as in all other industries.

"Of the revenue streams identified during the strategic planning stage, our sustainability services agreement with Estoril Congress Center and the payment that has been received as a result of that agreement fall into the category of 'bundled' sustainability services, including benchmarking and certification; consultancy and support, delivered to Green Globe clients. The Estoril agreement came through our strategic alliance with MCI, the foremost global association, communications and event management company, and we will continue to work with all of our corporate partners to expand the use of the brand in a variety of applications.

"Shareholders should understand that while the agreement with the Estoril Congress Center was being negotiated and executed, the company continued to pursue agreements with additional potential customers, and we expect new clients to be signed to the Green Globe program in the near future. We are also working with our strategic alliance partners at PA Consulting and Wallace Partners to market and deliver Green Globe sustainability programs, and we look forward to future announcements related to those initiatives as well.

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Mr. Peacock's comments regarding the first revenues established by Green Globe International will serve as the CEO Greeting for the August 2008 newsletter. The regular CEO Greeting will appear in future shareholder newsletters.


Green Globe International, Inc. Confirms Agreement With Estoril Congress Center

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Speaking at the February 2008 Green Meeting Industry Council Conference held in Vancouver, British Columbia, Estoril Congress Center's Managing Director Pedro Rocha dos Santos commented that he sees, "This project as being the spark that ignites the whole region behind the concept of sustainability. I hope and envision that our neighbours in the surrounding hotels and public and private venues will follow our lead and join us in making Estoril Europe's premier Green Meeting destination."

Steven R. Peacock, chief executive officer and managing director of Green Globe International, Inc., commented, "We are very pleased to welcome the Estoril Congress Center as a participant in the Green Globe program, and we applaud their strong commitment to sustainability. We look forward to providing assistance as the center reaches the milestones that are part of the benchmarking and certification process, as well as other aspects of Green Globe International's sustainability services. As part of our work with the ECC, we will also seek every opportunity to promote awareness of the center's commitment to environmental responsibility, corporate social responsibility, and its participation in the Green Globe program."

"Green Globe International will also continue to spread awareness of Green Globe Standards and use of the brand in sustainability programs worldwide," Mr. Peacock added.

In March 2008, Estoril Congress Center appointed MCI, the foremost global association, communications and event management company to lead its green strategy. MCI subsequently entered into a strategic alliance with Green Globe International under which the two companies agreed to provide sustainability consultancy services to meeting facilities and destinations. The agreement with the Estoril Congress Center came about as a result of that strategic alliance. 

Novotel Bena Bali Becomes First Accor Hotel in Asia to Achieve Green Globe Certification

Novotel Bena Bali has become the first Accor hotel in Asia to achieve Green Globe Certified, a Green Globe qualification which recognizes the hotel's commitment to successfully implement an integrated Environmental Management System.



The resort was assessed according to 8 key performance areas that seek to guarantee a range of environmental measures including better waste management, community development, chemical products control, and energy and water consumption control. Novotel Bena Bali is to undergo an annual on-site certification audit as part of the pilot program during the first year, and thereafter every 2 years.

Philippe Le Bourhis, General Manager of Novotel Bena Bali, said "We are encouraging our partners to find ways to reduce the impact of climate change and take significant steps to preserve Bali as a resort island. Our team is very enthusiastic about Green Globe program and has made significant improvements on energy saving by recycling waste water and collecting rain water. In April this year, we collected enough funds in order to plant 1,763 trees at Accor Indonesia's tree planting project in Gelandang Village in Central Java, adding to the 76,000 trees that Accor Indonesia has planted for the project".

Through the hotel's guest room-towel re-using program, in which guests are invited to reuse their towels instead of having them re-laundered, Novotel Bena Bali has committed to planting 1 tree for every 10 re-used towels. "We actively invite our guests and encourage them to participate in our environmental initiatives by seeking their feedback on a regular basis," added Le Bourhis.

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.

Management Changes Announced for Global Travel Exchange Subsidiary


Green Globe recently announced several changes to the management team of its Global Travel Exchange subsidiary. Ron Lindsay, who served as president of Global Travel Exchange for almost two years, has left the company to pursue other interests. Bradley Cox, who currently serves as chief operating officer of Green Globe International and will continue in that capacity, has been appointed to replace Mr. Lindsay as president of Global Travel Exchange.

Travel industry veteran Charles Kao, a director of Green Globe International, has been appointed to Global Travel Exchange's Board of Directors, as has Steven R. Peacock, chief executive officer of Green Globe International. The Global Travel Exchange Board of Directors now consists of Mr. Kao, Mr. Peacock and Gary Nerison, who also serves as Chairman of the Green Globe International Board of Directors.

Global Travel Exchange provides to its customers a travel distribution platform that enables direct access to reservation systems of major travel suppliers such as airlines, cruise lines, hotels, car rental companies, and providers of other travel amenities.



Under its new management team, the focus of Global Travel Exchange operations will be expanded to support the delivery of Green Globe International's sustainability and carbon neutrality solutions to businesses, communities, destinations, and countries around the world. The company also expects to announce new worldwide technology partners for Global Travel Exchange in the near future.

"We are pleased to introduce the new management team for Global Travel Exchange," stated Mr. Nerison. "We thank Mr. Lindsay for his contributions to the company and wish him success in his future endeavors." 

CEO Addresses First Revenues From Sustainability Services Agreement

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"While there clearly are a number of moving parts in Green Globe International, we feel that the company has become much better equipped to manage all of these parts and to implement a cohesive and successful operations strategy. The first executed client agreement affirms that belief, even though it is just the first step of what is expected to be many. Equally important for Green Globe International is to deliver clear communications to the public markets on how the company's goals, particularly the focus on increasing shareholders value, are being achieved. That will be undertaken as new agreements are signed and the Green Globe International client list grows. Considering the estimated \$1 trillion captured by sustainability related industries in 2007 and the growing worldwide focus on going green, we see a very bright future for Green Globe International and its ownership of the Green Globe Brand." 

Novotel Benoa Bali Achieves Green Globe Certification

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Novotel has always been a pioneer in the hotel business. Since it was first set up, 40 years ago, the chain has evolved, anticipated its customers' expectations, and proved innovative in terms of well-being, comfort and sustainable development. Novotel's long-term concern for the environment began as part of Accor Group's Earth Guest programme and is now embraced as an integral part of the hotel chain's brand. This commitment is based on three main strands of activity: drawing up appropriate construction standards; involving its employees in sustainable development on a daily basis; and involving its customers. In order to affirm this operational commitment, in July 2007 Novotel began its association with Green Globe, the international environmental certification programme for responsible travel and tourism. By doing so Novotel has become the leading hotel chain in the mid-scale segment to involve its entire network in sustainable development. 