



## The Premier International Green Brand

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# Green Globe International, Inc. Announces Expansion of Joint Venture With EC3 Global for Benchmarking and Certification Program

## Agreement will lead to the expansion of the Green Globe benchmarking and certification program worldwide

Green Globe International, Inc. has announced the signing of an initial agreement with EC3 Global to collaborate on the expansion of the Green Globe benchmarking and certification program worldwide.



EC3 Global (www.ec3global.com) is a wholly owned subsidiary of Australia's Sustainable Tourism Cooperative Research Centre (STCRC), the world's largest tourism research organization. As

the commercialization company for STCRC's intellectual property, EC3 Global manages the Green Globe benchmarking and certification program in destinations around the world.

This initial agreement, in the form of a Memorandum of Understanding (MOU), expands EC3 Global exclusive rights to deliver Green Globe benchmarking and certification from Asia Pacific to all territories worldwide. Under the MOU, Green Globe International will receive royalties from EC3 Global for benchmarking and certification applications sold by Green Globe International outside Asia Pacific. In addition Green Globe International's bundle of communication services and its Sustainability and Carbon Neutrality Plan will now be available to all Green Globe clients in all countries.

Steven R. Peacock, Green Globe International CEO, and Gary Nerison, chairman of the Board of Directors traveled to Australia for meetings with management of EC3 Global.

Mr. Peacock commented, "We are pleased to have reached agreement to deliver one standard for benchmarking and certification to all Green Globe clients worldwide. This initial agreement means that Green Globe clients will have one standard approach for comparing sustainability performance data, including energy consumption, water use, waste production and social commitment. EC3 Global possesses years of benchmarking and certification experience, which has resulted in an unparalleled body of data and a quality service.

"EC3 Global's recently announced agreement with the Novotel brand of Accor hotels demonstrates their effectiveness in delivering the benchmarking and certification program to major players in the travel and tourism industry. In our discussions, we understand that the joint venture with EC3, in which Green Globe International holds an ownership interest, expects to double its client base by the end of fiscal year 2009 and continue to significantly grow in subsequent years," Mr. Peacock added.



### RECENT NEWS

**Wednesday, June 11**  
Green Globe International, Inc. Congratulates Iceland's Snaefellsnes Peninsula for Achieving Green Globe Community Certification

**Thursday, June 5**  
Green Globe International, Inc. Announces Its Support of World Environment Day

**Monday, June 2**  
Green Globe International, Inc. Announces Expansion of Joint Venture With EC3 Global for Benchmarking and Certification Program

**Monday, May 19**  
Green Globe International, Inc. Announces Additional Management Meetings With Tourism Leaders in the Caribbean

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Gary Nerison - Chairman  
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Bradley Cox - COO

### Strategic Partner:

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

### Independent Auditors:

Chisholm & Associates

### State of Incorporation:

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## Message from the CEO

I have decided to use my greeting in the Green Globe International newsletter to address some of the more significant aspects of the company's revenue model. Green Globe management understands that the company has a number of moving parts and several global initiatives, partnerships and alliances that it has disclosed, so we feel that it is important to clarify how we expect to establish long-term value for our shareholders.

One of the most critical issues for Green Globe International in the near term is to define its specific strategy for developing revenues from the large number of opportunities that currently exist for a brand such as ours. There is no lack of opportunities, but focusing resources in the proper areas is of utmost importance.

The company's macro strategy revolves around the continued growth of Green Globe as the premier international green brand, including establishing the company as a leader in sustainability and carbon neutrality strategies; a leader in measurement and management systems for sustainability and carbon neutrality; a global communicator of sustainability and carbon neutrality achievements for its stakeholders that will include governments, communities and operators; and to grow the equity of the Green Globe brand in travel and tourism in all other industries.

Specifically, Green Globe International has identified several revenue streams for the company. These include: 1) the licensing or joint venturing with partners to identify and to deliver bundled services, including benchmarking and certification; consultancy and support; 2) the delivery of Sustainability and Carbon Neutrality Programs (SCNP) to assist destinations, including countries, regions, and cities, to achieve sustainability and carbon neutrality; 3) the creation of an online travel portal with booking capability and other online solutions to promote the Green Globe brand and its stakeholders; 4) the affiliation of the Green Globe brand for use by global corporations, directly related to tourism or in its value chain; and 5) the extension of the use of the Green Globe brand into non-tourism industries addressing global sustainability challenges.

Within the travel industry, where the Green Globe brand has a well-documented history and strong name recognition, major travel corporations engaging Corporate Social Responsibility (CSR) are in need of services for certification, communication, consumer strategies. We expect to develop revenues from these initiatives.

In 2007, sustainability related industries captured a \$1 trillion market, including environmental consultancy, carbon offset/trading, energy technology and others. Only a small portion of that is related to the travel and tourism industry. As a public company in the U.S. markets, Green Globe has been introduced to companies in industries outside of travel and tourism that are seeking a method to demonstrate that they operate using sustainable practices. These companies are another opportunity and a planned revenue stream for Green Globe International.

Additional revenue opportunities exist in the carbon offset and trading market, with major travel corporations needing services for certification, communications and consumer strategies. Green Globe International will also continue to focus on the issues of poverty alleviation through tourism, and the development of sustainability programs for emerging nations.

Through all of these efforts, we believe that travel consumers' awareness of, and desire for, sustainable options will increase, thus benefiting Green Globe participants and enhancing revenue opportunities for the company and its shareholders.

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

# Green Globe International Supports World Environment Day


Green Globe recently announced its support of World Environment Day 2008, commemorated each year on June 5th. World Environment Day 2008 is hosted by the city of Wellington, New Zealand, where the Green Globe brand is used to benchmark and certify hotels for environmental sustainability.

Green Globe hotels in Wellington include the Bolton Hotel, the CityLife Hotel Wellington, the InterContinental Hotel Wellington, the James Cook Hotel Grand Chancellor, The Bay Plaza Hotel, and West Plaza Hotel.

World Environment Day is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action. The slogan for World Environment Day slogan for 2008 is “Kick the Habit! Towards a Low Carbon Economy.” Recognizing that climate change is becoming the defining issue of our era, UNEP is asking countries, companies and communities to focus on greenhouse gas emissions and how to reduce them. The World Environment Day will highlight resources and initiatives that promote low carbon economies and life-styles, such as improved energy efficiency, alternative energy sources, forest conservation and eco-friendly consumption.

World Environment Day was established by the United Nations General Assembly in 1972 to mark the opening of the Stockholm Conference on the Human Environment. Another resolution, adopted by the General Assembly the same day, led to the creation of the United Nations Environment Programme (UNEP).

UNEP is the voice for the environment in the United Nations system. It is an advocate, educator, catalyst and facilitator, promoting the wise use of the planet’s natural assets for sustainable development. On the occasion of World Environment Day, UNEP has launched a guide to low-carbon living, entitled “Kick the Habit: The UN Guide to Climate Neutrality,” as well as “Climate Change Adaptation and Mitigation in the Tourism Sector,” a report prepared in collaboration with the UN World Tourism Organization

“Given Green Globe International’s focus on environmental sustainability and carbon neutrality programs, World Environment Day provides an excellent opportunity to reiterate our commitment to providing solutions in the areas of energy consumption, water use, waste production and the socio-economic impact of these concerns,” stated Steven R. Peacock, Green Globe International chief executive officer. “Over the next several weeks, we expect to provide to our shareholders and Green Globe stakeholders additional information on the comprehensive solutions that Green Globe International is expecting to provide for communities, destinations, and countries, beginning with our Sustainability and Carbon Neutrality Plan for the Caribbean. This plan and the solutions that it provides will be aligned with the goals of the United Nations, UNEP, UNWTO and other major national and international bodies. World Environment Day also reminds us that the most effective solutions for the current concerns over climate change, environmental pollution, water quality and energy use are global in nature. Green Globe is prepared to address those concerns with programs that impact locally but that can be applied cooperatively across borders.” 

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## Iceland’s Snæfellsnes Peninsula Achieves Green Globe Community Certification

### June 8th Ceremony, Which Includes National and Local Dignitaries, Celebrates Achievement

Green Globe has congratulated Iceland’s Snæfellsnes peninsula on becoming the first Green Globe certified community in Europe and only the fourth in the world.

The five municipalities on Snæfellsnes peninsula joined the Green Globe benchmarking and certification program in 2003. In September 2004, Snæfellsnes was benchmarked by Green Globe and became the first community in the Northern Hemisphere to reach that status. Snæfellsnes continued with annual benchmarking and reached certification status this year.



In celebration of its achievement, a special ceremony was held on June 8, 2008. Attendees at the ceremony included Ólafur Ragnar Grímsson, the President of Iceland; Sturla Böðvarsson, the President of Alþingi, the national parliament of Iceland, both of whom delivered a speech at the event; leaders from the 5 municipalities on the Snæfellsnes peninsula; and representatives from the steering committee of Snæfellsnes. Green Globe’s representative in Iceland also attended the ceremony.

With a number of Green Globe participating companies and communities, Iceland has demonstrated leadership in the sustainability movement. Green Globe has been the choice of Icelandic companies and communities that wish to show that they promote and practice sustainable tourism.

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# Green Globe International Conducts Additional Management Meetings With Tourism Leaders in the Caribbean Region

## In Trinidad, the Company Advances the Anticipated Implementation of a Green Globe Sustainability and Carbon Neutrality Program for the Region

Green Globe International Chief Operating Officer Bradley Cox met with Caribbean tourism officials at the 12th Annual Caribbean Hotel and Tourism Investment Conference (CHTIC) held from May 6-8 in Port-of-Spain, Trinidad to discuss an anticipated agreement for Green Globe to provide sustainability and carbon neutrality solutions for the Caribbean region.

The meetings included leaders from the Caribbean Hotel Association (CHA) and its not-for-profit subsidiary, the Caribbean Alliance for Sustainable Tourism (CAST), which was established in 1997 by members of the CHA to promote responsible environmental and social management of natural and heritage resources respectively within the hotel and tourism sector. CAST has assisted in managing the rollout of Green Globe benchmarking and certification program in the region. Destinations within the Caribbean region have more Green Globe Certified tourism operators than any other region to date.



The purpose of Mr. Cox's meetings was to prepare for an anticipated agreement for Green Globe to deliver sustainability and carbon neutrality solutions for the Caribbean region. The plan will provide for the development of a communications strategy, a carbon offset strategy and a sustainability strategy supported by Green Globe. Mr. Cox was invited to meet with tourism officials at the Trinidad conference after his presentation at the recent Caribbean Conference on Sustainable Tourism in the Turks and Caicos.

Deirdre Shurland, Director of CAST, commented, "While Green Globe has been a high profile brand in the Caribbean, there are now competitors seeking entry into the region, and in our meetings with Mr. Cox, we were able to discuss our next steps in implementing the sustainability and carbon neutrality plan for the Caribbean." "We are now seeking to form the best organizational structure under which we can bring together government leaders, policy directors, and investors to capitalize on the good work that has been done and to take the lead in helping with a new initiative for monitoring energy usage and other carbon reducing strategies for the Caribbean," Ms. Shurland added.




Mr. Cox stated, "It is obvious from our perspective that Green Globe resonates in the Caribbean region and our next step is to bring together the appropriate government representative of each of the Caribbean nations that will participate in the Green Globe sustainability and carbon neutrality initiative. We have targeted a specific signing date for the Memorandum of Understanding that falls within the next 30 days, and in that relatively short timeframe, we will work with our associates at CHA, CAST and other official representatives of Caribbean nations to move this plan forward."

Green Globe has been accepted as the premier brand for sustainability in the Caribbean tourism industry and is recognized by its member nations as the single brand with which consumers most readily connect. 

## Snaefellsnes Peninsula Achieves Green Globe Community Certification

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"The efforts of the Snaefellsnes peninsula in the area of sustainable tourism should be commended, and Green Globe International is pleased to take this opportunity to offer our congratulations on the occasion of Snaefellsnes achieving Green Globe community certification," commented Steven R. Peacock, chief executive officer of Green Globe International. "As Green Globe International continues to work with other European companies, communities and destinations, we will point to the Snaefellsnes peninsula as a prime example of how sustainability can become an integral element of a community's tourism program. Their long-standing commitment to the sustainable use of Iceland's natural resources, combined with the natural beauty, history and rich culture of the Snaefellsnes peninsula, should only increase its profile as an attractive destination for conscientious travelers." 

### 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.