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## Green Globe International, Inc. Announces Sustainability and Carbon Neutrality Program for the Caribbean Region

### Successful Management Meetings at Caribbean Conference on Sustainable Tourism Pave the Way for Expansion of Green Globe Program in the Region

Green Globe International, Inc., which owns the Green Globe brand, the premier international brand for sustainable travel, tourism and related businesses, today announced successful meetings with travel and tourism leaders representing 8 Caribbean nations at the 10th Annual Caribbean Conference on Sustainable Tourism at the Beaches Turks & Caicos Resort & Spa (by Sandals), which is a Green Globe Certified hotel.

The meetings involving Green Globe International management, which included a presentation by Chief Operating Officer Bradley Cox, private meetings with the Secretary-General of the Caribbean Tourism Organization, and tourism officials from 8 Caribbean member nations, resulted in agreement by the parties for Green Globe International to deliver sustainability and carbon neutrality solutions for the region.

The parties have agreed to work toward a Memorandum of Understanding that will provide for the development of a communications strategy, a carbon offset strategy and a sustainability strategy, which will be supported by Green Globe International. The plan will ensure that the Caribbean region has the best opportunity of creating consumer awareness of its achievements under Green Globe program over the last eight years. Destinations within the Caribbean region have more Green Globe Certified tourism operators than any other region to date.



Green Globe International was invited to attend the conference to make a special presentation to member nations of the Caribbean Alliance for Sustainable Tourism (CAST) and the Caribbean Hotel Association (CHA). Mr.

Cox presented Green Globe's sustainability and carbon neutrality plan, which outlined a strategy that will certify a destination, including its private and public organizations and infrastructure, as achieving best environmental practice and commitment to its communities. The sustainability plan includes a menu of services underpinned by the Green Globe standards.

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### State of Incorporation:

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## Message from the CEO

This edition of the Green Globe International newsletter reviews several milestone events for the Green Globe brand, including movement toward the development of a carbon offset and sustainability strategy for the Caribbean region, supported by Green Globe International. We look forward to an upcoming agreement that will include the details of the initiative. This is expected to be only the first such agreement that Green Globe International will pursue with destinations, nations and regions.

In addition to our work in the Caribbean, the Green Globe brand is expanding globally, with the Novotel brand of Accor hotels joining the Green Globe benchmarking and certification program. We have also added a new regional sales manager for the United Kingdom/European market, where we anticipate new customers for the Green Globe program to be announced in the next several weeks.

As we continue to make progress and sign new Green Globe clients and partners, we will also provide additional details regarding the expected revenues from each particular Green Globe program. Shareholders should expect to see this information released by Green Globe International before the end of May.

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

## Green Globe International, Inc. Announces New Regional Sales Manager for UK/Europe

### *First New European Green Globe Initiatives Expected in May 2008*

Maria Figueiredo has been appointed to the position of new regional sales manager for Green Globe in the United Kingdom and the broader European market. Maria Figueiredo, who possesses extensive experience in the travel and tourism industry and specific experience representing the Green Globe program in the United Kingdom and Europe, was appointed to represent Green Globe International and assist with the marketing of the company's sustainability and carbon neutrality solutions in the region.

Ms. Figueiredo, who was appointed effective May 5, 2008, will report directly to Bradley Cox, chief operating officer for Green Globe International. She will begin immediately pursuing sales in the UK/Europe through the effective marketing of the Green Globe brand and program in the region. She will also work to engage brand building opportunities and collaborate with new and existing Green Globe partners. Green Globe International expects to announce its first new customers and projects in the UK/European market before the end of May.

Ms. Figueiredo most recently served as business development manager for EC3 Global in the UK and European markets. EC3 Global manages the Green Globe benchmarking and certification program for travel and tourism. In this role, Ms. Figueiredo provided market analysis for EC3 Global products and services in the UK and European markets, with the Green Globe program as the main product focus. She identified new opportunities in the UK and European markets, including revenue streams, and developed business plans, presentations for products, and tourism study reports for EC3/Green Globe.

Ms. Figueiredo brings to Green Globe International over 11 years experience in the tourism

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# Green Globe International Congratulates Chisun Grand Akasaka on Becoming Japan's First Green Globe Benchmarked Hotel

Green Globe International congratulated Chisun Grand Akasaka, managed by Solare Hotels (<http://www.solarehotels.com/>) and Resorts Co. Ltd., on becoming the first hotel in Japan to be benchmarked under the Green Globe benchmarking and certification program for sustainable tourism.

The Green Globe benchmarking and certification program for travel and tourism has been adopted in over 50 nations in North America, South America, the Caribbean, Asia Pacific, and Europe. The Green Globe Japan Office was established in April 2006.

Chisun Grand Akasaka, in being awarded Green Globe benchmarked status, has been recognised as having met environmental standards for accommodation facilities as defined by the following indicators: 1) sustainability policy, 2) energy consumption, 3) water consumption, 4) waste sent to landfill, 5) community commitment, 6) resource conservation (paper resource), 7) use of cleaning products, and 8) use of pesticide products.

This achievement provides recognition by an independent third-party that Chisun Grand Akasaka is taking a proactive stance towards environmental protection by implementing eco-friendly practices, which not only enhance sustainability but also bring about cost-saving and competitive advantages.

We applaud Chisun Grand Akasaka for its participation in the Green Globe program and for achieving benchmarked status," stated Steven R. Peacock, chief executive officer of Green Globe International.

"We look forward to seeing additional hotel properties in Japan follow this example and begin their own journey toward sustainability with the Green Globe program," Mr. Peacock added. 

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## Anticipated Agreement Announced for Sustainability and Carbon Neutrality for the Caribbean Region


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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.



“Leadership of the Caribbean tourism industry believes that in this climate conscious era, the time for Green Globe has come,” commented Mr. Cox. “The Caribbean region has done more to advance the Green Globe program than any market in the world and has now determined to engage with Green Globe International to provide new services for tourism in their core markets. We are excited to deliver a plan under which these goals can be achieved and that will result in global recognition for this achievement, as well as clearly defining each country’s specific participation and contributions.”

Mr. Peacock stated, “Green Globe International came to this event looking toward forging a new relationship with the Caribbean tourism industry, but the progress we have made at this event far exceeded our expectations. It developed far beyond a plan for individual countries, and into a regional strategy that will deliver sustainability and carbon neutrality for the region. We look forward to providing even more detailed information and an explanation of next steps once the conference has ended.”

The 10th Annual Caribbean Conference on Sustainable Tourism ran from April 28 to May 1, 2008 and is organized by the Caribbean Tourism Organization in collaboration with the Turks & Caicos Islands Tourist Board and the Caribbean Hotel Association. For more information, please visit [www.onecaribbean.org](http://www.onecaribbean.org). 

# Accor's Novotel Hotel Group on Joins the Green Globe Journey

The Novotel hotel group was congratulated by Green Globe International, Inc upon announcing that by 2010, 400 of their Novotel properties across 61 countries will have been certified under the Green Globe benchmarking and certification program.

Novotel is an upscale and midscale brand of Accor, the European leader and a major global hotel group, as well as the global leader in services to corporate clients and public institutions. Accor operates in nearly 100 countries with 170,000 employees. In July 2007, Novotel commenced the rollout of Green Globe with a pilot program that involved 28 hotels in 12 countries across five continents.

The countries involved were Australia, New Zealand, the United Kingdom, Switzerland, France, Brazil, the Ivory Coast, India, China, Thailand, Singapore, and Indonesia.

Today Novotel has four Green Globe certified hotels: Novotel Sharm El Sheikh, Novotel Lyon Part Dieu, Novotel London Tower Bridge and Novotel Benoa Bali. In addition, the Novotel Atlantis Shanghai in China is in the process of being awarded certification.



Each hotel is assessed according to 10 key performance areas that seek to guarantee a range of environmental measures including better waste management, air quality improvement, and energy and water consumption control. Each hotel is to undergo an annual onsite certification audit as part of the pilot program in the initial year, and then every two years.

The pilot project for Novotel aims to have all 28 pilot properties achieving certification by end June 2008. Following this, Novotel will move on the next stage of its long-term commitment by extending this certification process to all its 400 hotels over the next 2 years.

By 2010, all Novotel hotels shall have implemented an environmental approach, which is in compliance with the Green Globe company standard. With this commitment, Novotel, reaffirms its primary goal: to be, and to remain, a leader in terms of hotel innovation.

David Mazitelli, Chairman of EC3 Global, commented, "The engagement of Novotel with EC3 Global and their goal to have 400 Novotel hotels certified under the Green Globe Company Standard has set new standards for the hospitality industry. Their foresight and commitment to the environment should be applauded.

Steven R. Peacock, chief executive officer of Green Globe International, Inc., stated, "Our core focus is to support the use of the Green Globe brand, and EC3 Global's agreement with Novotel for certification of 400 hotels is exactly the type of initiative that we will work to see replicated in a variety of additional worldwide applications."

Accor, world group and European leader in the hotel industry, world leader in services to businesses and public authorities, is present in almost 100 countries and has 170,000 employees. Its customers benefit from the know-how it has gained for over 40 years in its two main sectors. Novotel has over 400 hotels and resorts across the world.

Information on Novotel hotels is available at the [Novotel.com](http://Novotel.com) website and accessible from the [Accorhotels.com](http://Accorhotels.com) site. 

## 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.

# Green Globe International, Inc. Announces Sponsorship of PATA CEO Challenge

## Green Globe Engaged to Reduce the Event's Carbon Footprint; Conference Venue Joins Green Globe Program

Green Globe International, Inc. recently announced its participation at the Pacific Asian Tourism Association (PATA) CEO Challenge, Confronting Climate Change, which began Tuesday in Bangkok, Thailand. The event challenges travel industry leaders to share and adopt 'best practice' solutions to reduce the travel and tourism carbon footprint.

According to PATA leadership, the CEO Challenge is the first opportunity for the entire travel and tourism industry in the Asia Pacific, across the private and public sectors, from national tourism organizations to airlines, hotels to tour operators, to agree on practical solutions to confront climate change.



Leading industry players have endorsed the PATA CEO Challenge, and a list of the event's supporters can be found at <http://ceochallenge.pata.org/site/index.php?id=endorsements>.

**Bangkok, Thailand  
April 29-30, 2008**

Green Globe International is sponsoring the event's media coverage through TravelMole, the most highly acclaimed and largest global online community for the travel and tourism industry. TravelMole's Live at the Mole will webcast the opening session of the CEO Challenge, as well as the first plenary session on April 30, "Sharing the Airline Burden." TravelMole Group Chairman and Publisher Charles Kao will conduct interviews with delegates during the event, which will be posted to the TravelMole.tv website.



In addition to the TravelMole sponsorship, Green Globe has been engaged to apply its science and systems to help significantly reduce the carbon footprint of the event. In January 2008, PATA signed an agreement with EC3 Global, managers of the Green Globe benchmarking and certification program in the Asia Pacific region, to "use its science and systems to help significantly reduce the carbon footprint of key elements of the CEO Challenge." Green Globe is the leading international environmental benchmarking and certification program for the travel and tourism industry.

In consultation with Green Globe, PATA employed a range of measures to reduce the carbon emissions of the event, including 1) Locating the event in a venue that has been benchmarked and is proceeding to certification by Green Globe; 2) Accommodating delegates in hotels within walking distance of the venue; 3) Providing escorted walks from hotels to the venue; 4) Setting a relaxed dress code to further encourage walking; 5) Printing marketing collateral, the event program, delegate roster and evaluation survey on recycled paper; 6) Constructing the onsite signage and stage backdrops from recycled cardboard; 7) Using environmentally-friendly materials for the delegate bag; 8) Placing only essential items in the delegate bags (minimizing the amount of paper documents); 9) Ensuring that sponsors remove and re-use any collateral materials not taken by delegates; and 10) Encouraging delegates to offset the carbon emissions generated by their air travel to and from the event.

After taking these measures into account, Green Globe provided a preliminary carbon reduction report, which included key elements of the event -- e.g. airport transfers, accommodation, meals and other event logistics -- and calculated the CO<sub>2</sub> output at an estimated 20.4 tons or 0.8 tons per delegate. Green Globe will provide PATA with a final report on the completion of the conference and final data analysis.

When announcing Green Globe's involvement, PATA President and CEO Mr. Peter de Jong stated, "It is critical that PATA leads by example and does everything possible to minimize the carbon emissions produced by this important and historic event to confront climate change."

The keynote speaker at the PATA CEO Challenge is 2007 Nobel Peace Prize recipient Dr. Rajendra Pachauri, chairman of the UN Intergovernmental Panel on Climate Change (IPCC). 

# Green Globe International, Inc. Sponsors TravelMole's Coverage of the Global Travel and Tourism Summit

"One of Maria's first priorities will be meeting the demand for Green Globe services in conference destinations, and together with our partners, creating new packages that link convention centers, accommodation and transportation under one carbon neutral, sustainability system," added Mr. Cox.

Green Globe International, Inc recently completed its gold sponsorship of the Global Travel and Tourism Summit presented by the World Travel and Tourism Council (WTTC) held in Dubai, United Arab Emirates.


Over 1,000 travel and tourism industry and government leaders, from over 75 countries worldwide, convened in Dubai from April 20-22 for the eighth edition of the Global Travel and Tourism Summit. The leaders outlined the responsibilities that the travel and tourism industry must exercise as its global influences increase.

A major focus of the summit was responsible travel and tourism for the industry, host communities, governments and for travelers. At the event, the WTTC announced the winners of the 2008 Tourism for Tomorrow Awards, which recognize and promote best practices in sustainable tourism development all over the world.



As owner of the Green Globe brand, Green Globe International is increasing worldwide awareness of the brand and its application both within the global travel and tourism industry and in additional markets. Green Globe International will sponsor events and business initiatives that utilize the Green Globe brand as a solution for businesses, communities, organizations and other entities who wish to demonstrate their sustainable practices and outcomes. Through a certification program, Green Globe members are evaluated on a range of environmental measures including better waste management, air quality improvement, and energy and water consumption control.

TravelMole provided media coverage of the event, including video interviews that will be posted to the TravelMole.tv website, as well as travel industry analysis through speakers at the summit. Green Globe International's sponsorship of TravelMole's media coverage included Green Globe banners that were highly visible at the event and served as backdrops from video interviews. The Green Globe logo and links to the Green Globe International website were prominently featured in TravelMole's coverage leading up to the WTTC sponsored event.

"Raising awareness of the Green Globe brand is and will remain a major focus of Green Globe International, and the travel and tourism industry is at the center of our efforts," commented Steven R. Peacock, chief executive officer of the company. "As the world continues to seek solutions for global climate change and environmental impact of human development, Green Globe International will be there to provide measurement and improvement solutions." 

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## New Regional Sales Manager Hired for UK/Europe (continued from page 2)

industry, including wholesale, retail, international marketing, trade events management and customer service environments across Europe, Asia, the Americas and Australasia. She possesses extensive experience in working with key stakeholders, including federal and state government agencies, national and regional tourism organizations, national tourism associations, airlines, inbound tour operators, tourism and transport operators, travel agents and wholesalers. Ms. Figueiredo also has extensive experience in product and destination presentations to inbound tourism operators, international wholesalers, travel consultants, and consumers. She holds a Bachelor of Business Management (Travel and Tourism Management) degree from the University of Queensland, Australia.

"There are a number of existing and emerging opportunities for Green Globe in the UK/European market, and Ms. Figueiredo, with the support of the entire Green Globe International organization, is expected to play a major role in expanding the Green Globe program in this market," commented Mr. Cox. 