



The Premier International Green Brand

OTC BB Symbol: GGLB

www.greenglobeint.com

## Green Globe International, Inc. Announces Agreement with Scott Wilson Group

Green Globe International, the worldwide owner of the Green Globe brand, the premier international green brand, today announced a strategic alliance with international consultancy Scott Wilson to collaborate on Green Globe sustainability and carbon neutrality projects for tourism destinations clients.



Scott Wilson Group plc, with over 6000 members of staff globally, provides sustainable, integrated business and development solutions to meet the planning, environmental, management and engineering needs of clients across a full range of sectors, including leisure and tourism.

The Group has doubled in size over the past few years and from its UK headquarters currently controls a worldwide network of 80 offices, of which 40 are in the UK. The main international centres are located in China, Hong Kong, India, SE Asia, the Middle East, Eastern Europe and Southern Africa.

Under terms of a Memorandum of Understanding, the areas of collaboration between Scott Wilson Group plc and Green Globe International, Inc. will include: 1) identification of potential tourism destinations (e.g. countries, territories, municipalities and resort areas) for the Green Globe International programs; 2) securing support and participation of key stakeholders in the destinations; 3) designing and developing a destination-specific Sustainability and Carbon Neutrality Plan; 4) working to identify new funding mechanisms e.g. carbon trading, for the destinations' Sustainability and Carbon Neutrality Plan; 5) management and implementation of the Sustainability and Carbon Neutrality Plan; 6) monitoring and reporting progress toward key sustainability and carbon generation indicators for energy consumption; waste production; water usage; chemical usage; community engagement, and local economic benefit; 7) certification that communities and businesses are compliant with Green Globe benchmarking and certification programs available; and 8) providing an annual review to confirm compliance with benchmarking standards which qualify for certification.

Green Globe International is preparing to sign the first clients for the company's Sustainability and Carbon Neutrality Plan for tourism destinations. The plan include a carbon offset strategy, and a sustainability strategy, Green Globe benchmarking and certification, and a communications program.

"We are pleased to have the opportunity to work with a company with the experience and reach of Scott Wilson and look forward to our collaboration in delivering sustainability and carbon neutrality solutions to tourism destinations worldwide," commented Steven R. Peacock, CEO and managing director of Green Globe International.

(continued on page 4)

### RECENT NEWS

**Wednesday, October 22**  
Green Globe International, Inc.  
Announces Agreement With  
Scott Wilson Group

**Tuesday, October 14**  
Green Globe International, Inc.  
Announces Planned Formation  
of Green Globe China

**Tuesday, October 7**  
Green Globe International, Inc.  
Endorses Global Sustainable  
Tourism Criteria

**Wednesday, October 1**  
Green Globe International, Inc.  
Announces Advisory Board and  
Consulting Agreement With Dr.  
Murray C. Simpson

### INSIDE THIS ISSUE

CEO Greeting  
**Page 2**

Formation of Green Globe  
China  
**Page 2**

Green Globe Endorses  
Global Sustainable Tourism  
Criteria  
**Page 3**

Green Globe Certification  
for Nomad Safaris  
**Page 4**

Advisory Board and  
Consulting Agreement With  
Dr. Murray C. Simpson  
**Page 5**

Head of Estoril Congress  
Center Receives Leadership  
in Sustainable Business  
Tourism Award  
**Page 6**

## CORPORATE PROFILE

### U.S. Headquarters:

Address  
29970 Technology Drive, Suite 203  
Murrieta, CA 92563

Telephone  
+1 951 696 2465

Facsimile  
+1 951 677 6573

### Website:

[www.greenglobeint.com](http://www.greenglobeint.com)

### Investor Relations:

Gemini Financial Communications  
Phone: 951.677.8073  
Email: [investors@greenglobeint.com](mailto:investors@greenglobeint.com)

### Board of Directors:

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

### Officers:

Steven R. Peacock - CEO  
Bradley Cox - COO

### Strategic Partner:

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

### Independent Auditors:

Chisholm & Associates

### State of Incorporation:

Delaware

### Stock Symbol:

GGLB

### Market:

Over-the-Counter Bulletin Board

### Transfer Agent:

Transfer Online  
317 SW Alder St.  
2nd Floor  
Portland, OR 97204  
Phone: 503.227.2950  
Fax: 503.227.6874

## Message from the CEO

It is again my very great pleasure to address Green Globe International shareholders as the company continues to expand the opportunities and applications for the Green Globe brand in the sustainability market.

One question that has been asked recently, given the recent turmoil in the global stock markets and projected economic downturn, is how these events will effect the movement toward "green" and the willingness of companies and even countries to commit to sustainability programs.

The good news for Green Globe and its stockholders is that sustainability programs do not just provide the feel-good benefits of protecting the environment and using resources more wisely. Green Globe clients, and really all businesses looking at sustainability programs, recognize that there is a tangible return on investment in exchange for their commitment, aside from the public recognition of corporate social responsibility.

When a business begins its association with the Green Globe program, it starts by tracking data including its use of energy and water. These items alone can represent extremely significant cost burdens on a business. After tracking usage, the focus is then to ensure the most efficient use of energy and water as part of the certification process, bringing the potential for almost immediate cost savings for the client.

Clients and potential clients of the Green Globe program recognize this tangible return on investment for their participation in the Green Globe program. Even in more challenging economic times, we do not expect businesses to turn their backs on the movement toward environmental responsibility. Beyond the intrinsic motivation, governments and their associated regulatory agencies continue to demand improved environmental performance and will continue to pass laws that require greater fuel efficiency, and reduced water use and waste production. Globally, the movement toward sustainability is inexorable, and the U.S. is rapidly catching on to its importance. We expect to see use of the Green Globe brand continue to grow, which is clearly a benefit to businesses - both economically and environmentally.

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

## Green Globe International, Inc. Announces Planned Formation of Green Globe China

Green Globe International has recently announced an initial agreement to form a joint venture company to implement Green Globe sustainability and carbon neutrality programs in China. Green Globe's Company and Community Standards for sustainable tourism practice are used across 48 countries by both tourism businesses and communities.

The initial agreement, in the form of a non-binding letter of intent, establishes a mutual commitment by Green Globe International and Charles Kao, who serves on the company's Board of Directors, to establish and grow a Green Globe joint venture company to provide Green Globe branded services and products to customers in China and potentially in neighboring Asian countries.

Mr. Kao, who possesses extensive experience in the global tourism industry specializing in marketing and capitalizing tourism related ventures, will provide leadership and direction to the joint venture company, which will serve as the exclusive partner for Green Globe sustainability and carbon neutrality programs in China.

(continued on page 4)

# Green Globe International Endorses Global Sustainable Tourism Criteria

Green Globe International, Inc. Chief Operating Officer Bradley G. Cox has endorsed the efforts of the United Nations Foundation, Rainforest Alliance, the United Nations Environment Programme (UNEP) and the United Nations World Tourism Organization (UNWTO) in launching the Global Sustainable Tourism Criteria (GSTC).



United Nations Foundation Founder and Chairman Ted Turner recently announced the first-ever globally relevant sustainable tourism criteria at the IUCN World Conservation Congress. The new criteria -- based on thousands of best practices culled from the existing standards currently in use around the world -- were developed to offer a common framework to guide the emerging practice of sustainable tourism and to help businesses, consumers, governments, non-governmental organizations and education institutions to ensure that tourism helps, rather than harms, local communities and the environment.

“Throughout the development process, Green Globe has been pleased to be able to contribute its Sustainability Standards and other key knowledge, developed over 15 years in sustainability certification, to this global initiative. The new global criteria has rigor and accommodates the necessary actions to document and continually improve social, environmental and economic contributions by tourism enterprises,” said Mr. Cox


Recently, Mr Cox participated in the “Summit Certification Programs of the Americas,” organized by the Sustainable Tourism Certification Network in Costa Rica as well as meeting with United Nations Foundation in Washington, DC.



“As the only international benchmarking and certification for sustainable tourism, we have an ongoing obligation to share our experience in contributing to the improvement of communities and development of responsible businesses in tourism destinations, particularly those in emerging economies. Green Globe’s vision is to as quickly as possible build a network between all the tourism certification programs that are ultimately responsible for the delivery, assessment and implementation of sustainable tourism practices by the global tourism industry,” commented Mr. Cox.



As an ongoing participant in working committees for the newly formed Sustainable Tourism Stewardship Council, Green Globe is resolved to continue its collaboration to the next vital stage of criteria development, bringing a focus on delivering standardized measurement and benchmarking as part of the certification process.

“Being able to measure data, including energy usage, potable water consumption and waste to landfill, under an internationally standardised process has been the achievement of Green Globe in the last decade. We look forward to assisting the Sustainable Tourism Stewardship Council understand this practice and the many benefits it brings to rating both individual business and a tourism destination’s sustainability performance,” added Mr. Cox. 

---

## Agreement with Scott Wilson Group Announced

(continued from page 1)

Stuart Coventry, Scott Wilson’s director of environment and sustainability services, said, “Our clients are increasingly striving to improve standards of sustainability in their business and developments and the Green Globe schemes offer a real opportunity to benchmark their performance. We are very pleased to collaborate with Green Globe.”

Green Globe’s Company and Community Standards for sustainable tourism practice are used across 48 countries by both tourism businesses and communities. 

### 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 Green Globe Certification for Nomad Safaris

Green Globe International, Inc has announced that Nomad Safaris, a 4-wheel drive safari operator based in Queenstown, New Zealand, has become the first Green Globe certified activity in New Zealand and Australasia. The certification is the latest recognition for owner-operators Amanda and David Gatward-Ferguson, following their New Zealand Tourism Awards wins in 2004 and 2006.

Nomad Safaris operates a fleet of Land Rover Defenders and quadbikes to access the spectacular Queenstown scenery, including the many stunning locations featured in the “Lord of the Rings” films. Due to the popularity of the films, Nomad Safaris now run specific tours showcasing the “Lord of the Rings” locations.



Commenting on their Green Globe Certification, owner Mrs. Gatward-Ferguson said, “It’s a significant achievement because it’s focused on an issue that’s on the forefront of everyone’s mind -- sustainability. People do not expect operators who run 4-wheel drive tours to be sustainable. However, it is even more important that we try to have as little impact on the environment, given what we do. We can’t eliminate, but we can mitigate and minimize. Green Globe certification offers the ultimate proof that we are achieving those ends.”

Mr. Gatward-Ferguson added that simple things made a difference, such as good driving practices to reduce emissions, switching lights off when not needed, recycling, buying biodegradable items, instructing drivers to pick up refuse when they see it and choosing suppliers who shared their green commitment.

Nomad Safaris will continue to commit themselves to respecting the environment that provides them with their livelihoods. In fact, the directors are frequently approached to talk about their vision and commitment with regard to sustainability and the environment. All requests are responded to very positively.

“They give us a chance to try to explain how everyone can do their bit to help,” said Mr. Gatward-Ferguson. “Attention to detail, reliability, good branding, hard work and fabulous places’ were the key ingredients in the continued success of Nomad Safaris.”



---

## Green Globe International Plans Formation of Green Globe China Joint Venture

(continued from page 2)

“The expansion of Green Globe programs, particularly Green Globe International’s Sustainability and Carbon Neutrality Plans, into additional worldwide markets is a core focus of the company, and we believe that Mr. Kao is ideally suited to build and promote the Green Globe brand in China,” stated Steven R. Peacock, CEO and managing director of Green Globe International. “China is clearly a very large potential market and the long and distinguished history of the Green Globe program includes some exposure in the China tourism market. We believe that this joint venture will leverage the current familiarity with the Green Globe brand and create new opportunities to introduce Green Globe International products into China.”

Under recently negotiated terms of its Green Globe Asia Pacific Pty Ltd. joint venture, Green Globe International has been granted the right to introduce its sustainability and carbon neutrality programs into the Asia Pacific region, with the approval of its joint venture partner.

“The overwhelming interest in Green Globe International’s Sustainability and Carbon Neutrality Plan in the Caribbean and other nations has confirmed my belief that this plan, underpinned by the science and expertise of Green Globe’s global partners, is a solution that can be applied around the world. My contacts and experience in China over the last 30 years has convinced me that the time is right to introduce this timely program to the China marketplace,” commented Mr. Kao.



# Green Globe International, Inc. Announces Advisory Board and Consulting Agreement With Dr. Murray C. Simpson

**Dr. Simpson will assist with the partnering of tourism destination clients for Green Globe International's Sustainability and Carbon Neutrality Plans in the Caribbean region and worldwide**

Green Globe International is pleased to announce an Advisory Board and consulting agreement with Dr. Murray C. Simpson, a Senior Research Associate at Oxford University Centre for the Environment and a leading expert in sustainability for the tourism industry and the issues surrounding tourism and climate change.

As a member of the company's Advisory Board, Dr. Simpson will advise management and the Board of Directors on a variety of business matters.

Dr. Simpson will also provide assistance in the partnering of client countries and destinations under Green Globe International's Sustainability and Carbon Neutrality Plans (SCNP). Dr. Simpson has extensive experience in sustainable development, climate change, tourism and the environment in locations around the world, including more than 15 island states in the Caribbean.

"We believe that Dr. Simpson can and will provide invaluable assistance to Green Globe International as a member of the Advisory Board, as well as in our efforts to implement the company's comprehensive Sustainability and Carbon Neutrality Plans for tourism destinations in the Caribbean region," stated Steven R. Peacock, CEO and managing director of Green Globe International. "His expertise working in the Caribbean region on the issues of sustainability, tourism and the environment makes him an ideal representative for the Green Globe program as we seek to introduce sustainability plans throughout the region."

Dr. Simpson commented, "I am pleased to become an Advisory Board member in Green Globe International and look forward to being involved in the development and implementation of its Sustainability and Carbon Neutrality Plan, initially in the Caribbean and eventually around the world. The Sustainability and Carbon Neutrality Plan is well-timed, pragmatic and an imperative for countries and destinations worldwide."



In addition to his position at Oxford University Centre for the Environment, Dr. Simpson is a Principal of the international consultancy Sustainable Solutions Worldwide and an Associate of Climate Change Risk Management (CCRM). He has worked at chief executive management level in industry and in the public sector at board level. Dr. Simpson has worked with the public and the private sector in a range of initiatives including sustainable tourism development, tourism strategy and analysis, strategic environmental assessment, and climate change adaptation and mitigation projects in developed and developing countries, and in small island states; bridging the gap between research, policy and implementation.

He is lead author of the recent UNEP-Oxford University-UNWTO-WMO publication, "Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices" and director of the United Nations Environment Programme (UNEP) international capacity building seminar series on climate change and tourism. Dr. Simpson is lead author of the "Report on the International Policy and Market Response to Global Warming and the Challenges and Opportunities that Climate Change Issues Present for the Caribbean Tourism Sector." He is also lead author of the "Impacts and Adaptation in Destinations" chapter and co-author of the UNWTO-UNEP-WMO technical report, "Climate Change and Tourism: Responding to Global Challenges."

Dr. Simpson has worked in Europe, UK, Australasia, South Africa, the USA, Asia, South and Central America and in more than 15 island states in the Caribbean. International organizations he has worked with include United Nations Agencies, the European Development Fund, the Association of Caribbean States, the Caribbean Tourism Organization, the European Union and the European Travel Commission. He is a fellow of the Royal Geographical Society, a founding member of the UK International Human Dimensions Programme on Global Environmental Change, a founding member of Experts in Climate Change and Tourism (eCLAT) and a member of the United Nations World Tourism Organization Panel of Tourism Experts.

Additional information on Dr. Simpson can be found at [www.murraysimpson.com](http://www.murraysimpson.com).



# Pedro Rocha dos Santos of the Estoril Congress Center Receives Leadership in Sustainable Business Tourism Award at AMFORHT Event

Pedro Rocha dos Santos, Business Director of the Estoril Congress Center, which recently announced its participation in the Green Globe program, has received an award from the World Association for Hospitality and Tourism Education and Training (AMFORHT). During the AMFORHT Gala Event that took place at the Lisbon Military Museum on October 11th, Mr. Rocha dos Santos was one of the Awarded Personalities of AMFORHT Lisbon 2008 for his visionary achievements in Business Tourism Innovation and Destination Marketing Strategy for the Estoril Congress Center and Region.



Estoril Congress Center is recognized as the foremost European Green Venue and Europe's best case-study in sustainable strategy for Business Tourism, including at leading industry exhibitions such as EIBTM 2007 and IMEX 2008. During 2008, Mr. Rocha dos Santos has been invited as a speaker at several events and conferences, such as AMFORHT, to share the vision that has led Estoril Congress Center to become a reference in the meetings industry.

Invited to speak on the 1st day of Lisbon AMFORHT 2008, Mr. Rocha dos Santos delivered a presentation on Building a Green Destination under a Strategy of Sustainable Business Tourism, which included information on the Green Globe program as delivered by Green Globe International.

When asked how ECC is seen as the leading sustainable venue in Europe, Mr. Rocha dos Santos answered that, "ECC is benchmarked by Green Globe International as a Green Venue, but our sustainability strategy goes beyond the venue, because it reaches out to the community and the region's business partners, committing them to sustainable practices and services.

"This makes it possible to offer our clients sustainable products and services in and outside our doors, thus making a Green Meeting a lot easier to organize. The whole region is working together towards better sustainable practices and more sustainable products and services, so it's clear that the region is becoming a Sustainable Destination for Business Tourism," he added.



**Pedro Rocha dos Santos (far right) receives AMFORHT award**

Green Globe International announced an agreement with the Estoril Congress Center (ECC) in Estoril, Portugal, under which the company is providing a variety of sustainability and related services that will enhance the center's position as the premier green meeting venue in Europe.



The World Association for Hospitality and Tourism Education and Training (AMFORHT) assumes a veritable role as a meetings and debate platform between universities, institutes, schools, international organizations and companies from the tourism sector. The topic of this year's AMFORHT Forum 2008, held in Lisbon, Portugal, was "Climate Change and Challenges for Tourism Education." The AMFORHT event represented the culmination of wide-ranging debate on climate change and its impact on the tourism sector.

In 2008, Estoril Congress Center joined the Green Globe program through its agreement with Green Globe International. The venue has committed to a sustainability policy and practices that guarantee the first steps to greener meetings. Opened in 2001, the Estoril Congress Center, which enjoys a privileged location just 20 minutes outside of Lisbon, Portugal, was designed to hold a large variety of events.

