



The Premier International Green Brand

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Green Globe International, Inc. Announces Affiliate Membership of the UNWTO

Green Globe International, Inc., owner of the Green Globe brand, the premier brand for sustainability in travel and tourism, recently announced that the company has been accepted for affiliate membership of the United Nations World Tourism Organization (UNWTO).

The UNWTO is a specialized agency of the United Nations and the leading international organization in the field of tourism. Headquartered in Madrid, Spain, the UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.



Green Globe International received an official notification that the UNWTO Executive Council had approved its membership application at its 83rd session held on June 13-14, 2008 in Juju, Republic of Korea. The Executive Council's approval will be subject to formal ratification by the next General Assembly, which will take place at Astana, Kazakhstan in October 2009.

In accordance with established practice, the Executive Council has decided that pending ratification by the General Assembly, Green Globe International has been admitted provisionally to membership of the UNWTO with all of the rights and obligations and may participate fully in any of its activities.

Affiliate membership in the UNWTO offers a chance to participate in the forefront of international tourism business and policy. Members benefit from increased exposure and visibility and gain access to all UNWTO meetings and seminars. As a UNWTO affiliate member, companies and organizations will be able to: 1) access to UNWTO's extensive information networks; 2) explore partnerships for specific projects and new business opportunities; 3) contribute to policy inputs through participation in specific UNWTO working committees with member states; 4) contribute to UNWTO program development for projects, events and other activities; 5) share your institution or company knowledge/expertise; 6) network with leading business decision makers and influential policy shapers.

"A strong association with the UNWTO and adherence to its principles related to sustainable tourism was identified as a high priority for Green Globe International management once we completed our acquisition of the Green Globe brand, and we are extremely pleased to have received notification of our acceptance for affiliate membership in the organization," commented Steven R. Peacock, CEO and managing director of Green Globe International.

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Green Globe International, Inc. Management Reports Meetings in the Caribbean in Advance of Anticipated Sustainability Plan Signings

Wednesday, September 17

Green Globe International, Inc. Announces Management Form 4 Filings

Thursday, September 11

Green Globe International, Inc. Announces Schedule for Signings of Tourism Destinations to Sustainability Plans

Wednesday, August 27

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

Monday, August 25

Green Globe International, Inc. Attends Certification Summit

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Green Globe International, Inc. CEO Issues Statement Regarding Recently Filed Quarterly Report

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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:
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State of Incorporation:
Delaware

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Message from the CEO

I had the very great pleasure recently to travel to the Caribbean for face-to-face discussions with tourism destinations in the region that are expected to sign on to Green Globe International's Sustainability and Carbon Neutrality Plans. These meetings were extremely fruitful, and I came away with much better insight into what these destinations are looking for as it related to sustainability and climate change solutions.

One fact that became even clearer during my visit and the discussions with government tourism officials is that Green Globe International's comprehensive plan to address sustainability and carbon neutrality is the right plan at the right time for tourism destinations in the Caribbean region. The tourism industry in these destinations are major contributors to the economies of the each island nation, and the threats posed by environmental pollution and climate change are very real. These countries, and many others like them around the world, are ready to act to bring tangible solutions to address sustainability in their tourism industries. It is the focus of Green Globe International to provide a program that will address the concerns and implement an action plan for our clients, first in the Caribbean and then in tourism destinations around the world. We look forward to announcing our first Caribbean tourism destinations very shortly.

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

Green Globe International Management Reports Meetings in the Caribbean in Advance of Anticipated Sustainability Plan Signings

Green Globe International has announced the return of management from meetings in the Caribbean region related to the expected signings of comprehensive Sustainability and Carbon Neutrality Plan for Tourism Destinations.

On September 11th, Green Globe International announced the expected schedule for signings of the company's comprehensive sustainability and carbon neutrality plans for tourism destinations. The plans include a carbon offset strategy, and a sustainability strategy, Green Globe benchmarking and certification, and a communications program.

The company subsequently reported that Chief Executive Officer and Managing Director Steven R. Peacock traveled to the Caribbean for discussions with tourism destinations in the region that are considering signing on to Green Globe International's Sustainability and Carbon Neutrality Plans.

Mr. Peacock met with the company's consultants in the region, which have been contracted to assist in the delivery of sustainability programs to the Caribbean under the Green Globe banner. He also met with high level tourism officials in the region.

"Our meetings last week in the Caribbean were very fruitful, and we expect to have signings of our first two tourism destinations in the next several weeks," commented Mr. Peacock. "Due to the scope of the program and the multiple revenue streams that are developed as part of the Sustainability and Carbon Neutrality Plans, Green Globe International has focused much of its attention on signing the first clients for these plans."

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Green Globe International Announces Extension of Joint Venture With EC3 Global for Benchmarking and Certification Program

Green Globe International, Inc. recently announced the extension of an initial agreement with Earthcheck Pty Ltd (“EC3 Global”) to collaborate on the expansion of the Green Globe benchmarking and certification program worldwide. Green Globe International and EC3 Global first entered into the agreement, in the form of a Memorandum of Understanding (MOU), in late May 2008.

The MOU expands EC3 Global’s exclusive rights to deliver the Earthcheck technology as the platform for 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.




EC3 Global (www.ec3global.com) is a wholly owned subsidiary of Australia’s Sustainable Tourism Cooperative Research Centre (STCRC), the world’s leading scientific institution delivering research to support the sustainability of travel and tourism. As the commercialization company for STCRC’s intellectual property, EC3 Global manages the Green Globe benchmarking and certification program for Green Globe Asia Pacific Pty Ltd, a joint venture established to market the program in the Asia Pacific region.

“Green Globe International is pleased to extend its agreement with EC3 Global regarding the delivery of benchmarking and certification to all Green Globe clients worldwide,” Steven R. Peacock, chief executive officer and managing director of Green Globe International, Inc. “Benchmarking and certification remains an important element of Green Globe International’s comprehensive Sustainability and Carbon Neutrality Plans (SCNP) for tourism destinations. As we prepare for the signing of the first agreement to deliver such a program to a major tourism destination, we expect that our partnership with EC3 Global will result in the highest level of service for program participants.” 

Management Files Form 4s on Acquisition of Common Stock

Form 4 Statements of Change in Beneficial Ownership of Securities have been filed by management of Green Globe International management. The filings with the SEC were recorded by Chairman Gary Nerison, Directors Terry DeLacy and Charles Kao, and CEO/Managing Director Steven R. Peacock. Mr. Kao also reported the acquisition of shares of restricted common stock as compensation for services and products delivered to Green Globe International by TravelMole, the most highly acclaimed and largest global online community for the travel and tourism industry, for which Mr. Kao serves as Group Publisher. Green Globe International and TravelMole formed a strategic alliance for news distribution, news links, audio and video content, event sponsorships, high profile associations, mutual support, and brand visibility.



“Since being introduced to Green Globe International and its plans for the global expansion of the Green Globe brand, TravelMole recognized the tremendous potential of this company and agreed to accept restricted common stock as compensation for the services it provides,” commented Mr. Kao. “The Board looks forward to the expected signings of the company’s comprehensive sustainability and carbon neutrality plans for tourism destinations, and TravelMole will continue to provide a high profile platform through which Green Globe International can communicate its story to the world.” 

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. CEO Issues Statement Regarding Recently Filed Quarterly Report

Green Globe International, Inc has issued a statement from CEO Steven R. Peacock regarding the company's recently filed quarterly report for the period ended June 30, 2008. A link to the report can be found on the company's website.

The quarterly filing showed an increase in current liabilities as a result of debt assumed by the company when it acquired 88% of Green Globe, Ltd., a U.K.-based company and owner of the Green Globe brand. The debt, which was assumed from the founders of Green Globe Ltd. for capital that was contributed to support Green Globe Ltd. since its inception, is non-interest bearing, non-callable and is expected to be paid back over time out of cash flows.


"First, we are pleased to have filed the quarterly report for Green Globe International and to maintain its compliance with required financial reporting timelines," commented CEO Steven R. Peacock. "Second, the assumption of debt reflected in this quarterly report was the primary cost for the company's acquisition of the Green Globe brand. It has become readily apparent in the relatively brief period since the company made this acquisition that the brand has almost incalculable value and that the debt assumed was a small price to pay in order for the company and its shareholders to participate in this global phenomenon.

"While there is no value attributed directly to ownership of the Green Globe brand in the current financial statements, the company is now in the position to derive substantial revenues from its very timely purchase of the most highly recognized and only internationally established green brand. Management is more than confident of the value delivered by ownership of the brand, as evidenced by the recent solicitations, initial agreements and expressions of interest from prominent international companies seeking to be affiliated with Green Globe International. The next quarterly report filed by Green Globe International will include the first revenues generated since the company acquired the Green Globe brand. While expect that this is only the beginning, realizing revenues is an important first step in developing value for the company's shareholders." 

Affiliate Membership of the UNWTO is Announced

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The UNWTO has expressed its support for the creation of a Sustainable Tourism Stewardship Council (STSC) designed to increase the credibility of sustainable tourism certification programs. The STSC will become the accreditation body that will endorse these programs and will create the first set of comprehensive global requirements that such programs will have to meet.

"The long and distinguished history of the Green Globe program in the global travel and tourism industry, as well as the strong academic and scientific principles that underpin the Green Globe standards, obviously position Green Globe very well relative to any accreditation process. Green Globe International will continue to support the policies set forth by the UNWTO and will ensure that all Green Globe programs, including its comprehensive Sustainability and Carbon Neutrality Plans, meet the requirements set forth by the STSC," Mr. Peacock added. 

Meetings on Destination Plans Held in the Caribbean

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"We will continue to keep shareholders informed on the status of the anticipated signings in the Caribbean region, as well as in other targeted worldwide and domestic markets," added Mr. Peacock. Earlier Mr. Peacock stated, "We are extremely pleased to be on the verge of signing Green Globe International's first clients for Sustainability and Carbon Neutrality Plans. The company believes that these will be milestone events, both for the Green Globe brand and the tourism destinations committing to such an ambitious undertaking. These plans go well beyond just a location or type of business and provide for comprehensive sustainability and carbon neutrality solutions for a tourism destination, or for another type of community, such as a city."

Beyond the first international tourism destinations, Green Globe International and its representatives have initiated discussions with several municipalities regarding its Sustainability and Carbon Neutrality Plan. The company expects that its first agreements with international destinations will lead to additional clients, both internationally and in the United States. 