



The Premier International Green Brand

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www.greenglobeint.com

New Green Globe Websites Launched as Part of Comprehensive Web Strategy to Increase Awareness and Drive Revenues

Strategy includes new Green Globe International portal site, which links to Green Globe Certification and Green Globe Index sites

In a series of recent announcements, Green Globe International, the exclusive worldwide owner of the Green Globe brand, the premier international green brand, unveiled a comprehensive web strategy, which supports the company's various revenue streams through the online promotion of Green Globe branded services.



The strategy also includes the launch of a new website for Green Globe International, which is a web portal designed to provide easy access to the various Green Globe operations websites reaching around the world, including that of Green Globe Certification (www.greenglobecertification.com), the leading global sustainability certification for tourism businesses, and the Green Globe Index (www.greenglobeindex.com), which provides a common platform for all travel and tourism related companies to measure, rank and demonstrate sustainability.

Each of the linked operations sites are tied to one of the company's revenue streams, and additional links provide access to Green Globe International's strategic partners, affiliates and information for the company's shareholders and the public markets. For consistency and ease of navigation, the Green Globe websites share a common look and feel, while maintaining a focus on each specific program offering or service.



The Green Globe Certification website

"Since partnerships are a key part of Green Globe International's strategy to build revenues and brand equity, the portal structure is ideal for our new website," said Bradley Cox, Chief Operations Officer of Green Globe International. "We are building this company on a global scale, and the website has been designed to accommodate growth in all areas of the company's operations, while allowing shareholders, stakeholders and program participants in approximately 50 countries worldwide to quickly find the information or links that they need. The site also serves as a repository of knowledge for our growing consultant and auditor network around the world.

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RECENT NEWS

Tuesday, April 7

Green Globe International Announces Launch of New Corporate Website

Monday, March 30

Green Globe International Announces Green Globe Certification Website

Wednesday, March 25

Green Globe International Announces Agreement With Global Travel Market for Launch of Green Globe Travel Portal

Tuesday, March 24

Green Globe International Announces Launch of Green Globe Index Providing Global Solution to Travel and Tourism Sustainability Ranking and Disclosure

Tuesday, March 17

Green Globe International Announces Green Globe Certification for Hacienda Tres Rios Resort, Spa and Nature Park

Friday, March 13

Green Globe International Issues March 2009 Newsletter

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

Officers:

Steven R. Peacock - CEO
Bradley Cox - COO
Guido Bauer - VP of Global Sales

State of Incorporation:

Delaware

Stock Symbol:

GGLB

Market:

Over-the-Counter Bulletin Board

The World Travel & Tourism Council (WTTC) is a shareholder in Green Globe International



Green Globe International is an Affiliate Member of the United Nations World Tourism Organization (UNWTO)



Message from the CEO

As this edition of our monthly newsletter explains in great detail, the web presence of the Green Globe brand has been significantly improved and expanded in recent weeks, with the launch of a new corporate website for Green Globe International, which acts as a portal allowing access to a variety of new affiliated Green Globe websites. Virtually all of the links on the site are integral to the global growth of the brand and its operations, but we are particularly pleased to have the Green Globe Certification and Green Globe Index websites up and running. Both of these sites allow clients and customers for two current Green Globe revenue models to access our branded services from anywhere in the world.

Our focus as a public company is to promote good environmental practices around the world, while building revenues for the company through expanded use of the Green Globe brand. These new websites represent far more than an upgraded look and feel for Green Globe, they represent the next step forward in the strategic plan of the company, developed by the board of directors over 12 months ago, to become the most trusted green brand in the world. After all, it has been around since 1993 and is represented in over 50 countries.

One of the critical aspects of the new website's portal design is its expandability. While it may seem that we have been extraordinarily busy in the first year after acquiring the Green Globe brand and implementing programs based on its core values of environmental/social/economic sustainability and response to climate change, management believes that this is only the beginning. We expect additional affiliations, strategic partnerships and potentially acquisitions, which will lead to new revenue streams through use of the Green Globe brand and programs. Our new site will allow us to add links to virtually an unlimited number of affiliate sites as the company and its sources of revenue grow.

We hope that our shareholders have the time to review the new Green Globe International website, as well as all of its linked sites, so they can better understand the complete scope of the company and its operations.

Steven R. Peacock, Managing Director/CEO

Hacienda Tres Rios Resort, Spa and Nature Park Achieves Milestone in Green Globe Certification Program

Luxury Riviera Maya Resort Receives Recognition for Its Environmental and Sustainable Tourism Practices

Hacienda Tres Ríos, a pioneer of luxury eco-friendly resort practices in the Riviera Maya, has achieved certification under the Green Globe Certification program. The program identifies compliance internationally accepted green, sustainability standards for tourism properties and businesses.

The newly opened Hacienda Tres Ríos has been recognized as a model for sustainable tourism by the Mexican government. The resort's commitment to sustainable best practices began years before construction and has extended through the construction phase to setting new standards for resource conservation and optimal environmental management.



The resort utilizes on-site desalination systems that enable them to pull saltwater from deep underground for resort water needs. This water is so cold it can be used to naturally pre-chill the air conditioning system, reducing electricity use and costs 38 percent. Heat emanated from the air conditioning systems is captured and used to heat guest hot water saving an additional 75 percent in natural gas usage and fees. And because of the on-site desalination, the resort does not make use of the fresh water aquifer, protecting an increasingly scarce resource in the world.

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Green Globe International Completes Agreement With Global Travel Market for Launch of Green Globe Travel Portal

Green Globe International has entered into an agreement with Global Travel Market, an internet media company that specializes in developing a network of bespoke travel meta-search engine solutions, to launch the Green Globe Travel Portal. This initiative is part of Green Globe International's web strategy to build revenues via the online promotion of branded services.

Global Travel Market (GTM) provides direct booking to 75,000 accommodation, attraction and transport products worldwide. Since launch in December 2005, GTM has grown rapidly, developing a number of Travel Search Engine solutions including GTM branded sites in the UK, China and India and partner sites for Lonely Planet, Fairfax Digital, Independent, Dubai Tourism and Commerce Marketing, Philippines Tourism, and Tourism Authority of Thailand.




Green Globe International Chief Operating Officer Bradley Cox said, "On the back of the successful launch of our Green Globe Index, the new Travel Portal will be the conduit for travel consumers to be able to find truly sustainable hotels, tours, restaurants, transport, and other travel products. The Index provides a clear rating of the products' sustainability and the portal will be place to compare all of these travel options."

The Green Globe International partnership with Global Travel Market is based on a revenue share, which will offer both companies the opportunity to collaborate on global marketing initiatives and the introduction of new travel tools.

"Our partnership means that we will be able to maintain a constant stream of new tools via the travel portal to assist travellers in booking green holidays and business trips. New tools will include Carbon Friendly Flight Booking, Local Carbon Offset Finder and map based presentations," Mr. Cox added.

GTM Chief Executive Officer Dave Simmons stated, "This partnership reinforces the value of GTM's unique carbon friendly flight and hotel meta-search solutions that assist users to make informed travel decisions. We are delighted to be able to partner with Green Globe International to develop a customized and innovative travel solution to offer the Green Globe user base."

All Green Globe benchmarked and certified properties are invited to register for feature profiles on the Green Globe travel portal, with all Green Globe International clients receiving free listing and promotions. The Green Globe Travel Portal will be available at www.greenglobe.travel beginning in May 2009. 

Green Globe Index Launched to Provide Global Solution to Travel and Tourism Sustainability Ranking and Disclosure

Green Globe International, in partnership with Sustainability Intelligence has launched of the Green Globe Index to provide a common platform for all travel and tourism related companies to measure, rank and demonstrate sustainability. The Green Globe Index tool will allow clients to calculate their CO₂e footprint, the financial cost of that CO₂e, and to track their performance of energy and water consumption and non-recyclable waste production.

As part of the launch announcement, Green Globe Chief Operating Officer, Mr. Brad Cox said, "The global travel and tourism industry has a wide range of initiatives and measurement processes. The Green Globe Index provides a common platform to enter data and deliver global ranking and education, using the independence of the industry's only global sustainability and certification brand -- Green Globe. The index is based upon company submissions using an online questionnaire and data entry process to deliver a ranking by business type both nationally and globally. Users who achieve a minimum level of attainment are placed on a public index for consumer and corporate buyers to identify sustainable companies."

The entry cost for the index is US\$85 per year, with users able to update and increase their data delivery an unlimited number of times each year. Volume users can receive reduced pricing, and all users can receive further licences at a preferential price to engage their supply chain.

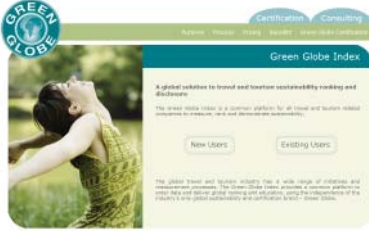
The index is global and not country or industry sector specific and designed for all companies in the global travel and tourism industry whether large or small, supplier or principal. The index will be accessible to corporate buyers and consumers to identify travel and tourism companies who are making a difference. Alternately users can rank their own performance without having to share it publicly.

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New Websites Launched as Part of Green Globe International's Comprehensive Web Strategy

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"We encourage anyone with an interest in the Green Globe brand and its many associated programs to explore the new website. As additional partnerships and programs related to the Green Globe brand are launched, our website will be expanded to include the appropriate new information and links," Mr. Cox added.




The Green Globe Index website

Earlier in March, Green Globe International announced the launch of the Green Globe Index to provide a common platform for all travel and tourism related companies to measure, rank and demonstrate sustainability. The Green Globe Index tool will allow clients to calculate their CO₂e footprint, the financial cost of that CO₂e, and to track their performance of energy and water consumption and non-recyclable waste production. More details of the Green Globe Index agreement can be found in an article of page 3 of this newsletter.

The new Green Globe Certification site is a key component of marketing efforts for the program, which is the premier worldwide sustainability certification for tourism businesses, as well as a central gathering point for information and details on certification.

The site includes listings of Green Globe certified businesses and independent third party auditors trained to verify that all Green Globe program criteria are met; program marketing documents, including a downloadable e-Brochure; and information on rates, program benefits and the process of certification. In addition to listings of certified businesses, links to each Green Globe program participant in the Caribbean, North America, South America and Europe are provided on the site.

At the time of the Green Globe Certification website launch, Steven R. Peacock, CEO and Managing Director of Green Globe International, stated, "The certification business is an important piece of the company's multi-faceted revenue stream, and it is important for our shareholders to see how well-developed and far-reaching this program already is."


Each of these Green Globe corporate and program websites are expected to be expanded as the global reach of the brand's program necessitates a more significant web presence. 

Green Globe Index Launched

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Companies who are new to sustainability can identify areas for action and focus using the index. Index reports are automatically generated to assist clients identify future improvements required to increase sustainability.

The index can also be used to assess and improve supply chain sustainability. Index users can demonstrate their achievements to prospective and existing suppliers and clients, supporting increased sustainability focused procurement.

Hugo Kimber, Sustainability Intelligence Managing Director, said, "The Green Globe Index is designed to support and catalyze a more sustainable industry by providing a simple and low cost process for all users irrespective of their size and current levels of engagement. A sustainable travel and tourism industry will only be achieved by encouraging sustainable practices and supporting purchasing based upon sustainable performance. Rewarding and encouraging sustainability requires a common, independent platform that does not discriminate on the basis of cost and delivers valuable intelligence that can drive education and support programmes." 

Hacienda Tres Rios Resort Achieves Green Globe Certification

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"Hacienda Tres Ríos is razor-focused on the enduring, intelligent and responsible use of the properties three distinct eco-systems," said Guido Bauer, VP of Global Sales for Green Globe International, Inc. "It's truly remarkable to see a luxury beach resort with such high standards for carefully managing resources from its 120 plant species and 90 animal species to employee training and programs that benefit indigenous cultures."

"Tres Ríos began as a nature park and we've been extremely diligent in ensuring we follow our set new standards for protecting the extraordinary beauty and diversity of the area so our guests can reconnect with nature while they enjoy luxury Mexican hospitality," said Hacienda Tres Ríos CEO Orlando Arroyo. "We have worked hard to be recognized for our sustainability practices and are thrilled to be certified by the Green Globe Certification program." 