



The Premier International Green Brand


OTC BB Symbol: GGLB

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Green Globe International Expands Relationship with Green Certifications

First revenues generated from certification sign-ups in the U.S. and the Caribbean

Green Globe International (OTC BB: GGLB), the exclusive worldwide owner of the Green Globe brand, the premier international green brand, recently announced the expansion of the its dual certification program with Green Certifications targeted to the tourism and hospitality industries. Green Globe International and previously reported the launch of sales and marketing efforts for dual Green Globe/Green Hotel Certification for hotels, and resorts in North, Central and South America, the Caribbean, and Europe.

 **green certifications**SM now expanded their strategic alliance to deliver dual certifications for additional businesses and attractions in the tourism industry. The certifications identify compliance with internationally accepted green, sustainability standards to tourism businesses.

“While we will continue to pursue hotel and resort properties for Green Globe/Green Hotel Certification, there are a variety of additional businesses which desire a certification program that delivers two prestigious international green brands, and we have initiated marketing efforts toward these businesses,” commented Guido Bauer, CEO of Green Certifications, Inc. at the time the expansion of the program was announced.

“We look forward to announcing the first of these clients in the very near future,” he said.

Bradley Cox, chief operating officer of Green Globe International, Inc., stated, “Our focus will continue to be the use of the Green Globe brand in a variety of applications where the stringent standards of the program are met. The brand’s long history in the travel and tourism industry makes this expansion of our co-branding effort with Green Certifications a very natural progression.”

Shortly after announcing the expansion of the program, Green Globe International and Green Certifications announced the first clients for the dual certification, Barbados-Based Atlantis Submarines and Tennessee’s Ruby Falls.

Atlantis Submarines Barbados, which operates an authentic submarine which is part of the largest fleet of recreational submarines in the world and daily takes guests to depths of .130 feet and deeper to explore the natural reef off the west coast of Barbados, became the first

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RECENT NEWS

Thursday, January 29

Green Globe International, Inc. Announces Appointment of Guido Bauer as Vice President of Global Sales

Monday, January 26

Green Globe International, Inc. and Green Certifications, Inc. Announce Ruby Falls as First U.S. Attraction to Join Dual Certification Program

Friday, January 23

Green Globe Program Featured in Report on Worldwide Hospitality Industry

Tuesday, January 20

Green Globe International and Green Certifications Announce Certification of Barbados-Based Atlantis Submarines

Thursday, January 15

Green Globe International and Green Certifications Announce Appearance at Caribbean Marketplace

Monday, January 12

Green Globe International and Green Certifications Announce Expansion of Dual Certification Program in Travel and Tourism Industry

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

Officers:

Steven R. Peacock - CEO
Bradley Cox - COO

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

Green Globe International has begun the 2009 calendar year in very exciting fashion, reporting the first revenues generated from our burgeoning relationship with Green Certifications, Inc. In addition to the immediate revenue benefits we have experienced from this strategic alliance and the appointment of Guido Bauer as our new VP of Global Sales, we are exploring even closer ties through the executed term sheet that will lead to a detailed exploration of a potential acquisition of Green Certifications.

As Mr. Bauer and his sales team continue to focus on signing new certification clients in the travel, tourism and hospitality industries, Green Globe International has a number of additional business opportunities for the Green Globe brand that management will pursue. These are all revenue generating activities that fit into the company's broader revenue model.

We have also included in this newsletter a report issued by Ernst & Young, which provides another indication of the strength and global recognition of the Green Globe brand. It is our intention to capitalize on this recognition by continuing to position the Green Globe brand as the premier symbol for sustainability, environmental responsibility and response to global climate change. We expect a steady flow of information for shareholders in the coming weeks as our efforts bear additional fruit.

Steven R. Peacock, Managing Director/CEO

Green Globe International Appoints Guido Bauer as Vice President of Global Sales

Term sheet executed for planned acquisition of Green Certifications, Inc.

Green Globe International has announced the appointment of Guido Bauer of Green Certifications, Inc. to the position of Vice President of Global Sales of Green Globe International. Mr. Bauer, who founded Green Certifications, Inc. in 2001, has extensive experience in travel, tourism and hospitality industries.

Green Certifications and Green Globe International recently partnered to deliver the Green Globe/Green Certifications program to identify compliance with internationally accepted green, sustainability standards to tourism properties and businesses. Since initiating sales and marketing efforts in the first regions targeted under the partnership, clients for the dual certification program have been signed in the Caribbean and the United States.

In addition to the appointment of Mr. Bauer, Green Globe International and Green Certifications have executed a non-binding term sheet which outlines a process under which Green Globe International would acquire Green Certifications. The steps in the process include a Letter of Intent, an acquisition of a minority ownership interest in Green Certifications, additional due diligence, a Definitive Agreement, and, ultimately, the close of the acquisition. The timeline for the acquisition is expected to span approximately 6 months.

Mr. Bauer was born in Passau, Germany, earned a degree in Tourism and Hospitality from the University of Munich and has lived in the United States since 1984. Before founding Green Certifications, he served as Vice President of Sales for an airline management company. Previous to that position, Mr. Bauer contracted with inbound tour operators arranging travel from Germany to the United States. He has developed sustainable travel programs for


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Green Globe Program Featured in Report on Worldwide Hospitality Industry

The Green Globe program has been featured in a report published by Ernst & Young, a global leader in assurance, tax, transaction and advisory services, titled “Global Hospitality Insights: Hospitality Going Green.”

The publication, which can be accessed through the Ernst & Young website at http://www.ey.com/global/content.nsf/International/Real_Estate_Global_hospitality_insights, cites Green Globe as the global environmental certification program for the travel and tourism industry. It recognizes the origins of the Green Globe program with the World Travel and Tourism Council (WTTC), the United Nations World Tourism Organization (UNWTO) and the Earth Council. Green Globe International is currently an affiliate member of the United Nations World Tourism Organization, and the World Travel and Tourism Council is a common stock shareholder in the company.

The report asserts that a growing number of stakeholders, including governments, non-governmental organizations (NGOs), corporations, and consumers are aware of the need to engage in environmentally responsible practices. It notes that through the Green Globe program, hotels and resorts can achieve certification by meeting standards in areas such as greenhouse emissions, energy efficiency, management of freshwater resources, ecosystem conservation, and wastewater and solid waste management.

“This report published by Ernst & Young recognizes the increased worldwide focus on sustainability, as well as Green Globe’s leadership in the travel and tourism industry dating back to the early 1990s,” commented Steven R. Peacock, CEO and Managing Director of Green Globe International. “It also asserts that this trend is expected to grow in coming years, which is one of the reasons we believe that Green Globe International, as worldwide owner of the Green Globe brand, is so well positioned, even during challenging economic times. There are an almost limitless number of applications for the Green Globe brand to be utilized to demonstrate environmental responsibility and leadership, and we will continue to pursue the expansion of the program to meet the increasing global need.” 

Guido Bauer Appointed as VP of Global Sales


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the Caribbean and has been involved in large sustainability projects in Mexico, the Caribbean and Europe.

“Mr. Bauer is uniquely qualified to lead Green Globe’s certification efforts throughout the world, and we are extremely pleased that he has agreed to serve as the company’s VP of Global Sales,” stated Steven R. Peacock, CEO and Managing Director of Green Globe International. “Mr. Bauer not only has an extensive background in the travel, tourism and hospitality industries, but from his work with us over the past several months and his years of experience in the certification business, he has detailed knowledge of the Green Globe program.”



“Certification is an important element of Green Globe International’s revenue model, and Mr. Bauer has already proven that he can expand the use of the Green Globe brand in certification applications worldwide. We believe that this success will continue on a global scale and that ultimately Green Certifications will become a part of Green Globe International through the acquisition process outlined in our term sheet,” Mr. Peacock added.

Mr. Bauer commented, “I’m happy to accept the position of VP of Global Sales with Green Globe International and look forward to strengthening our ties as we market Green Globe certification throughout the world. We have received very positive feedback from the tourism and hospitality industries thus far and expect to have additional clients signed to our program shortly.” 

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.

Tennessee's Ruby Falls and Atlantis Submarines Barbados Announced as Certification Clients

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Caribbean attraction to achieve certification under the dual Green Globe/Green Certifications program For more information on Atlantis Submarines Barbados, please visit <http://www.atlantisadventures.com/barbados.cfm>.

Roseanne Myers, General manager of Atlantis Submarine Barbados, commented, "This is a fantastic achievement for us, and it signals that we have started down a positive path to measuring and eventually reducing our carbon footprint as well as increasing our overall positive impact on the social and natural environment. We already had a number of safety, quality, and preventative maintenance program in place, but we did not realize that the Green Globe/Green Certification would include an assessment of these as well as environmental education and management systems. Most of all, it was paperless and painless, though we have lots more work to do."

"We are pleased to announce Atlantis Submarine Barbados as the first attraction to have achieved certification under the dual Green Globe/Green Certifications program," said Mr. Bauer. "They should be commended for their commitment to environmental and social responsibility, and we hope that the certification will help to draw additional business from visitors who share Atlantis Submarines' concern for the environment."

Ruby Falls, a top tourist attraction that has played host to millions of visitors since its first tour in 1930, as the first U.S. client for the dual Green Globe/Green Certifications program for tourism businesses. Ruby Falls is America's deepest commercial cave and largest underground waterfall open for public viewing. It features a 145-foot waterfall located 1,120 feet beneath the surface of Lookout Mountain, near Chattanooga, Tennessee. The attraction has been named as a "Top 7 United States Natural Wonder," on a list that includes Yosemite, Niagara Falls, Grand Canyon and Sequoia National Forest, as well as on a list of "Top Ten Hidden U.S. Treasures." More information on Ruby Falls can be found at www.rubyfalls.com.



(Doug Barnette Photography)

"Ruby Falls has made a strong commitment to sustainability and the preservation of sensitive natural resources by signing on to become certified through the dual Green Globe/Green Certifications program," stated Mr. Bauer. "The attraction and its management should be commended for taking this pro-active step, and we look forward to working with them on the certification process."



(Gary Berdeaux)

"Third party certification by a leader like Green Certifications, Inc. is crucial to holding us to a higher standard and keeping us focused on more environmentally sensitive business processes," stated Hugh Morrow, President of Ruby Falls, LLC. "Since 1928, when Ruby Falls recycled the limestone excavated from the cave to build the Ruby Falls building until today as we focus on renewable energy, reductions in emissions, lowering our waste and continuing land conservation, Ruby Falls is committed to another 80 years of offering one of the most unique natural attractions in the world."

Green Globe International expects to announce additional certification clients in the near future.

