



The Premier International Green Brand

OTC BB Symbol: GGLB

www.greenglobeint.com

# Green Globe International Inks Agreement With Sustainability Intelligence for Green Globe Index Measurement Tool

## New Revenue Stream to Be Established From Use of Green Globe Index to Rate Sustainability

Green Globe International, the exclusive worldwide owner of the Green Globe brand, the premier international green brand, recently announced an agreement with Sustainability Intelligence for use of its Index Tool, which will be branded as the Green Globe Index and will be used as part of the Green Globe certification and benchmarking program as well as offered as a standalone online resource for Green Globe International clients. The Green Globe Index tool will allow clients to calculate their CO<sub>2</sub>e footprint, the financial cost of that CO<sub>2</sub>e, and to track their performance of energy and water consumption and non-recyclable waste production.




Sustainability Intelligence is a joint venture partnership that delivers practical support, data solutions and research on emerging sustainability challenges. Its partner organizations include The Carbon Consultancy, a leading independent carbon management specialty organization.

The agreement articulates the cooperation between Green Globe International and Sustainability Intelligence in sustainability certification and the ranking of sustainability achievements for travel and tourism enterprises. Additionally, the agreement licenses and authorizes Green Globe International to market the Index Tool for use in delivery of Green Globe Certification and Benchmarking programs, and at the same time, authorizes Sustainability Intelligence to utilize the Green Globe brand for the purposes of labeling and marketing the Index Tool.

Bradley Cox, chief operating officer of Green Globe International, commented, "In the past, it has been difficult to rank the 'greenness' of a hotel, although Green Globe Benchmarking has been part of certification and always allowed hotel properties to simply measure and manage their use of energy and water and reduce waste to landfill. With the release of the Green Globe Index tool, we can now provide a guide to consumers as to a hotel's achievements in reducing carbon, saving water and lowering the output of non-recycled waste.

"The Green Globe Index is suitable from the smallest to the largest tourism business, can be applied across all sectors and remains a cost-efficient solution for a business to start its journey toward sustainability," Cox added.

Green Globe International Managing Director Steve Peacock, stated "The agreement with Sustainability Intelligence provides an extremely valuable tool for Green Globe's various programs, as well as its clients. In addition, it represents a recurring revenue stream into Green Globe International that could be substantial for the company and its shareholders." 

## RECENT NEWS

**Tuesday, March 3**

Green Globe International Announces Agreement With Sustainability Intelligence for Green Globe Index Measurement Tool

**Monday, February 23**

Green Globe International Announces Support for WTTC Leadership on Climate Change

**Tuesday, February 17**

Green Globe International, Inc. Announces Benchmarked Status for Estoril Congress Center Under the Green Globe Certification Program

**Friday, February 13**

Green Globe International Announces Purchase of Initial Ownership Interest in Green Certifications, Inc.

**Thursday, February 5**

Green Globe International Announces Alliance With SkyAuction as Part of Hotel and Resort Certification Program

**Tuesday, February 3**

Green Globe International Announces Receipt of First Revenues From Certification Alliance

## INSIDE THIS ISSUE

CEO Greeting  
**Page 2**

First Certification Revenues Received  
**Page 2**

Green Globe Certification, Inc. is Launched  
**Page 3**

Green Globe Partners with SkyAuction  
**Page 3**

## 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

### Investor Relations:

Gemini Financial Communications  
Phone: 951.677.8073  
Email: 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

### 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

Just 12 months ago, GTREX Capital, Inc. acquired a controlling interest in Green Globe, Limited, a United Kingdom corporation that owned the Green Globe brand and logo. This decision came after a lengthy due diligence period that included travels to Europe, several of the Caribbean nations and Australia. What we discovered during our research led us to believe that the Green Globe brand was a unique commercial opportunity at a time and place in the world that had never before existed.

I am both pleased and proud to say that this decision by your board has proven to be not only correct, but that the passion and desire to be associated with the Green Globe brand has far exceeded our expectations.

In those 12 months, your company has set up a network of professionals from consultants and affiliates to trained auditors who now represent Green Globe around the world. Additionally, we have created our own Green Globe Certification company that uses an online certification system that is the best in the business, and just recently we have announced the launch of the Green Globe Index measurement tool in partnership with Sustainable Intelligence. The Green Globe Index tool will allow clients to calculate their CO<sub>2</sub>e footprint, the financial cost of that CO<sub>2</sub>e, and to track their performance of energy and water consumption and non-recyclable waste production as a first step in their journey to Green Globe certification.

During the balance of 2009, in the worst economic period in decades, Green Globe International expects to take these accomplishments over the past year and turn them into revenues and profits for the company. We will do this because the time is right for what we can deliver -- Green Solutions Through Science -- for hotels and other businesses, destinations, cities and even countries.

Expect to see some really exciting announcements regarding new clients signing up with Green Globe International and expect to see the start of a Green Globe Membership Club that provides everything from current events involving the environment to green travel information and travel discounts to its members.

I consider it a great privilege to be part of this organization and I assure you that the entire Green Globe team is focused on delivering real value to shareholders over the coming months and years.

Steven R. Peacock, Managing Director/CEO

## First Revenues Received From Green Globe Certification Program

Green Globe International has announced the receipt of the first revenues from the delivery of the Green Globe Certification program under its strategic alliance with Green Certifications. The first of the licensing fee payments was received by Green Globe International on February 2, 2009.

Since initiating the certification program, Green Globe Certification, under the direction of Guido Bauer, VP of Global Sales has signed several certification clients. Included in these were Atlantis Submarines Barbados, the first client in the Caribbean region and Tennessee's Ruby Falls, the first client in the United States. Green Globe Certification has undertaken sales and marketing efforts in North, Central and South America, the Caribbean, and Europe, the first regions targeted under the program.

Steven R. Peacock, CEO and managing director of Green Globe International, Inc., said, "We are pleased to report to our shareholders that the revenue impact from this association has been almost immediate."

# Green Globe International Completes Purchase of Initial Ownership Interest in Green Certifications

Green Globe International has completed the acquisition of a 20% ownership interest in Green Certifications, Inc. and the immediate change in the name of Green Certifications to Green Globe Certification, Inc. Effective immediately, the Green Globe/Green Certifications program currently being marketed to tourism businesses in North, Central and South America, the Caribbean, and Europe, will be marketed as Green Globe Certification.

In exchange for the acquisition of 20% of the issued and outstanding shares of Green Certifications, the stockholders of Green Certifications, Inc. will be issued 100,000 shares of Series C Preferred Stock of Green Globe International. The parties intend to complete the remaining steps to effect the acquisition of 100% of Green Globe Certification and position it as a wholly owned subsidiary of Green Globe International.

Since an initial alliance agreement was executed in November 2008, Green Globe International and Green Certifications have delivered a dual certification program to identify compliance with internationally accepted green, sustainability standards to tourism properties and businesses. Since initiating the program, sales and marketing efforts have been undertaken in North, Central and South America, the Caribbean, and Europe, the first regions targeted under the partnership. The first clients for the dual Green Globe/Green Certifications program have been signed in the Caribbean and the United States and additional clients are expected to be announced in the near future.

Guido Bauer, the founder and CEO of Green Certifications, has been appointed to the position of Vice President of Global Sales of Green Globe International and will head up the operations of Green Globe Certification, with administrative support from Green Globe International.



“It is important for brand awareness and name recognition purposes that we send a clear message to the industries targeted by the Green Globe Certification program -- initially travel, tourism and hospitality,” said Mr. Bauer. “The Green Globe brand has a long and distinguished history in these industries, and our ongoing marketing efforts will be bolstered by having the certification program presented under the Green Globe name. The partnership between our organizations has been extremely fruitful thus far, and we look forward to completing the acquisition by Green Globe and expanding the certification program in the targeted regions.”

“We are very pleased to take this additional step in the acquisition of Green Certifications and expect to have the full acquisition completed in the near term,” stated Steven R. Peacock, CEO and managing director of Green Globe International. “The benefits of our association with Mr. Bauer are clear, having already received our first revenues generated from the Green Globe Certification program under his direction. The certification program is an important element of Green Globe International’s multi-faceted revenue model, and we are committed to providing the support necessary to expand use of the brand in certification applications worldwide.”



---

## Green Globe Expresses Support for WTTC Leadership on Climate Change

Green Globe International has publicly expressed its support for World Travel & Tourism Council (WTTC) and its recent statement setting out the vision and commitment of travel and tourism industry leaders to tackle climate change. The WTTC, the business leaders’ forum for the travel and tourism industry, is a 5% common stock owner of Green Globe International.



Issued by the WTTC on February 18, 2009, the report was titled “Leading the Challenge on Climate Change.” The first phase of the WTTC’s environmental initiative, the report was endorsed by a large number of WTTC members, which include the Chairs and CEOs of the industry’s foremost travel and tourism companies. According to the WTTC, its next steps include the development of a web portal, which will promote information on reducing carbon emissions and will share best practice examples already initiated across the world. The WTTC plans to use the web portal and the report launched today to inform commercial and public policy-makers.

The report lists ten key action items for the industry, and one of the key commitments to action is a 50% reduction in carbon emissions by 2035 over 2005 levels. The report also defines an interim target of a carbon emission reduction of 30% by 2020 in the presence of an international agreement or a 25% reduction by the same year in the absence of such an agreement. Further action items listed in the report touch on drivers of change for the industry. These include accountability and responsibility; local community

(continued on page 4)


# Green Globe Certification Program Partners with SkyAuction

Green Globe International has entered into an alliance with SkyAuction, a leading travel auction marketplace, as part of its certification program for hotels and resort properties.

Starting on February 1, 2009, clients of the Green Globe Certification program were offered the option of paying for the cost of certification with room nights as a barter arrangement through SkyAuction.com. The payment arrangement is being made available to broaden the availability of certification to a larger number of for properties who desire certification.



SkyAuction.com is the leading travel auction marketplace on the Internet. SkyAuction secures excess travel inventory from leading airlines, hotels, resorts, cruise lines and tour operators, and packages it into exciting online auctions that typically start at \$1 with no reserve price. Excess travel inventory consists of structural overcapacity such as off-season hotel rooms, cruise cabins and airline seats that travel providers know well in advance are likely to go unsold. Consumers with flexible travel plans can browse the \$1 auctions and bid only as much as they are willing to pay for the offered travel packages.

Guido Bauer, Vice President of Global Sales for Green Globe International, commented, "We are pleased to have established this alliance with SkyAuction and believe that it will have an immediate impact on the number of hotels that join the Green Globe Certification program. It is important for us to provide options for potential clients who seek the prestigious Green Globe certification, and this is just another example of our customer oriented approach." 

---

## Estoril Congress Center Achieves Benchmarked Status Under the Green Globe Certification Program

The Estoril Congress Center (ECC), a leading green meeting venue in Estoril, Portugal, has furthered its commitment to operating to the world's highest environmental standard by achieving Benchmarked status under the internationally recognized Green Globe certification program.



In response to the global climate crisis, Estoril Congress Center has committed to a vision of operating a meeting facility with zero emissions and zero waste. Its goal is to become a certified reference for sustainability in Portugal and in the European Congress Market, and the completion of the Benchmarking phase of the Green Globe program is an important step in demonstrating this commitment. As part of the process of achieving Benchmarked Bronze status, the Center has undertaken to benchmark its energy and water consumption, total waste production and community commitment, as well as implementing an integrated environmental and social policy. It has achieved Best Practice results in Energy Consumption, Water Consumption, Waste Sent to

Landfill and Community Commitment. Benchmarking represents the first phase of Green Globe certification for ECC.

When asked how ECC is seen as the leading sustainable venue in Europe, ECC's Managing Director Pedro Rocha dos Santos answered, "ECC has taken its commitment to sustainability very seriously, by choosing to subscribe to Green Globe's program for Green Venues and achieving Best Practice in nearly all measurements. We have been working since 2007 towards our objective in offering a Leading Green Venue with unique sustainable services and programs for our clients. By doing so, we have committed our region's business partners, and unified the whole region to work together towards better sustainable practices, more sustainable products and services, thus extending our offer as a Sustainable Destination for Business Tourism." 

---

## Green Globe Supports WTTC on Climate Change

(continued from page 3)

growth and capacity building; educating customers and stakeholders; the greening of supply chains; innovation, capital investment and infrastructure within the industry.

"Green Globe strongly supports the WTTC's leadership regarding the critical issue of global climate change," stated Green Globe International CEO and Managing Director Steven R. Peacock. "We maintain regular communication with the organization through its President and CEO, Jean-Claude Baumgarten, and will look for all opportunities to work with the WTTC in support of its climate change initiatives through Green Globe programs worldwide." 