



Press Release

Source: Green Globe International, Inc.

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

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MURRIETA, CA--(MARKET WIRE)--Oct. 14, 2008--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, the premier international green brand, today 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.

Green Globe International's Sustainability and Carbon Neutrality Plan for tourism destinations include a carbon offset strategy, and a sustainability strategy, Green Globe benchmarking and certification, and a communications program.

"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 a 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.

The Green Globe brand and program, which traces its roots back to the United Nations Rio de Janeiro Earth Summit in 1992, where 182 Heads of State endorsed the Agenda 21 principles of Sustainable Development, has primarily been used in the travel and tourism industry but is now being expanded to include a growing number of environmentally responsible businesses in a variety of market sectors. The Green Globe brand is an ideal symbol for the world's increasing awareness of environmental responsibility and response to global climate change.

Green Globe International, an affiliate member of the United Nations World Tourism Organization (UNWTO), has endorsed the efforts of the United Nations Foundation, Rainforest Alliance, the United Nations Environment Programme (UNEP) and the UNWTO in launching the Global Sustainable Tourism Criteria (GSTC).

Green Globe International (www.greenglobeint.com) encourages all shareholders and others interested in following the progress of the company to subscribe to receive email alerts whenever new information is made public. To subscribe, please visit <http://www.greenglobeint.com/stayconnected/email/>.

About Green Globe International, Inc.

Green Globe International, Inc. is the majority owner of Green Globe, Ltd., a British company that owns the Green Globe brand, the premier international brand for sustainable travel, tourism and related green businesses. Green Globe’s worldwide network extends across nearly 50 countries. For information on Green Globe’s benchmarking and certification program, please visit <http://www.ec3global.com/products-programs/green-globe/Default.aspx>. Green Globe International has been admitted as an affiliate member of the United Nations World Tourism Organization. For more information on Green Globe International, please visit www.greenglobeint.com.

Safe Harbor Statement

This release contains forward-looking statements with respect to the results of operations and business of Green Globe International, Inc., which involves risks and uncertainties. The Company’s 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.

Contact:

For Green Globe International, Inc.

A. Beyer

Tel: +01 951 677 8073

investors@greenglobeint.com

www.greenglobeint.com