



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Announces Advisory Board and Consulting Agreement with Dr. Murray C. Simpson

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Dr. Simpson will assist with the partnering of tourism destination clients for Green Globe International's Sustainability and Carbon Neutrality Plans in the Caribbean region and around the world.

MURRIETA, Calif.--(MARKET WIRE)--Oct. 1, 2008--Green Globe International, Inc. (OTC BB: GGLB), which owns the Green Globe brand, the premier international green brand, today announced an Advisory Board and consulting agreement with Dr. Murray C. Simpson, a Senior Research Associate at Oxford University Centre for the Environment and a leading expert in sustainability for the tourism industry and the issues surrounding tourism and climate change.

As a member of the company's Advisory Board, Dr. Simpson will advise management and the Board of Directors on a variety of business matters.

Under terms of his agreement with the company, Dr. Simpson will also provide assistance in the partnering of client countries and destinations under Green Globe International's Sustainability and Carbon Neutrality Plans (SCNP). Dr. Simpson has extensive experience in sustainable development, climate change, tourism and the environment in locations around the world, including more than 15 island states in the Caribbean.

"We believe that Dr. Simpson can and will provide invaluable assistance to Green Globe International as a member of the Advisory Board, as well as in our efforts to implement the company's comprehensive Sustainability and Carbon Neutrality Plans for tourism destinations in the Caribbean region," stated Steven R. Peacock, CEO and managing director of Green Globe International. "His expertise working in the Caribbean region on the issues of sustainability, tourism and the environment makes him an ideal representative for the Green Globe program as we seek to introduce sustainability plans throughout the region."

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.

Dr. Simpson commented, “I am pleased to become an Advisory Board member in Green Globe International and look forward to being involved in the development and implementation of its Sustainability and Carbon Neutrality Plan, initially in the Caribbean and eventually around the world. The Sustainability and Carbon Neutrality Plan is well-timed, pragmatic and an imperative for countries and destinations worldwide.”

In addition to his position at Oxford University Centre for the Environment, Dr. Simpson is a Principal of the international consultancy Sustainable Solutions Worldwide and an Associate of Climate Change Risk Management (CCRM). He has worked at chief executive management level in industry and in the public sector at board level. Dr. Simpson has worked with the public and the private sector in a range of initiatives including sustainable tourism development, tourism strategy and analysis, strategic environmental assessment, and climate change adaptation and mitigation projects in developed and developing countries, and in small island states; bridging the gap between research, policy and implementation.

He is lead author of the recent UNEP-Oxford University-UNWTO-WMO publication, “Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices” and director of the United Nations Environment Programme (UNEP) international capacity building seminar series on climate change and tourism. Dr. Simpson is lead author of the “Report on the International Policy and Market Response to Global Warming and the Challenges and Opportunities that Climate Change Issues Present for the Caribbean Tourism Sector.” He is also lead author of the “Impacts and Adaptation in Destinations” chapter and co-author of the UNWTO-UNEP-WMO technical report, “Climate Change and Tourism: Responding to Global Challenges.”

Dr. Simpson has worked in Europe, UK, Australasia, South Africa, the USA, Asia, South and Central America and in more than 15 island states in the Caribbean. International organizations he has worked with include United Nations Agencies, the European Development Fund, the Association of Caribbean States, the Caribbean Tourism Organization, the European Union and the European Travel Commission. He is a fellow of the Royal Geographical Society, a founding member of the UK International Human Dimensions Programme on Global Environmental Change, a founding member of Experts in Climate Change and Tourism (eCLAT) and a member of the United Nations World Tourism Organization Panel of Tourism Experts.

Additional information on Dr. Simpson can be found at www.murraysimpson.com.

The World Travel and Tourism Council (WTTC) established Green Globe in 1992 as a response to the United Nations Rio de Janeiro Earth Summit, where 182 Heads of State endorsed the Agenda 21 principles of Sustainable Development. Green Globe is the only international sustainability program based on Agenda 21 principles.

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 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.

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