



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Announces Stock Position Taken by World Travel & Tourism Council

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MURRIETA, CA--(MARKET WIRE)--Oct. 4, 2008--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, the premier international green brand, today announced that the World Travel & Tourism Council (WTTC), the business leaders' forum for the travel and tourism industry, has taken a common stock position in Green Globe International.

With chief executives of some one hundred of the world's leading Travel and Tourism companies as its members, the WTTC works to raise awareness of travel and tourism as one of the world's largest industries. More information on the WTTC can be found at www.wttc.org.

In 1994, the WTTC initiated the Green Globe program, and when the program became independent of the WTTC, the WTTC was granted a preference share in Green Globe, Ltd., a UK-based company that owns the Green Globe brand. The preference share conferred upon the WTTC preferential dividends from Green Globe, Ltd. to be derived from revenues of the company.

The WTTC has opted to convert its preference share of Green Globe Ltd. into a restricted common stock position representing 5% ownership of Green Globe International.

After Green Globe International acquired a majority interest in Green Globe, Ltd. in February 2008, it began discussions with WTTC leadership regarding the preference share and a proposed conversion to common stock of Green Globe International.

“We are very pleased to have WTTC as a shareholder of Green Globe International, given its leadership in the travel and tourism industry as well as its role in the creation and early development of the Green Globe program,” commented Steven R. Peacock, CEO and managing director of Green Globe International. “We believe that this conversion is in the best interests of both the company and the WTTC.”

“Green Globe International looks forward to exploring all possibilities for cooperation with the WTTC, including use of the Green Globe brand in support of WTTC goals related to

sustainability and carbon neutrality in the global travel and tourism industry. The WTTC has taken a prominent leadership role in the industry's move toward sustainability and environmental protection, and we hope to work side-by-side with the organization to deliver the Green Globe program to additional tourism businesses and destinations worldwide," added Mr. Peacock.

Green Globe's standards for sustainable tourism practice are used across 48 countries by both tourism businesses and communities.

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.

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