



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Announces Agreement with Green Hotel Certification for Use of the Green Globe Brand in the Certification of Hotels and Resorts

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Joint efforts will focus on properties in the Americas, the Caribbean and Europe

MURRIETA, CA--(MARKET WIRE)--Nov. 10, 2008--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, the premier international green brand for travel and tourism, today announced an initial agreement to utilize Green Globe standards in a co-branding relationship with Green Hotel Certification, which is owned by Green Certifications, Inc.

Under terms of the agreement, Green Certifications, Inc., which has developed benchmarking and certification systems for use in identifying compliance with green, sustainability standards, and Green Globe International, whose Green Globe brand is used in benchmarking and certification applications worldwide, will work together to co-brand and sell the dual certification to tourism properties, including hotels and resort destinations.

Green Globe International will license Green Certifications to utilize its brand and logo mark in conjunction with Green Hotel Certification of tourism properties as sustainable businesses. The initial markets for the co-branding effort have been identified as North, Central and South America, the Caribbean, and Europe.

In exchange for the use of the Green Globe brand, Green Certifications will pay a licensing fee to Green Globe International for use of the brand equal to a percentage of gross revenues received by Green Certifications from its clients.

The initial agreement between the parties is expected to develop into a binding definitive agreement.

“This co-branding alliance with Green Certifications is exactly the type of licensing arrangement that Green Globe International will pursue with qualified partners in the sustainability sector,” stated Steven R. Peacock, CEO and managing director of Green Globe International.

“Green Hotel Certification is an extremely well-respected benchmarking and certification program that meets the very stringent Green Globe standards, and the quality of this program allows Green Globe International to enter into this co-branding relationship. Green Hotel Certification also has the sales force that will allow the Green Globe brand to grow at a much faster rate, and we look forward to additional Green Globe customers in the Americas, the Caribbean and Europe.

“As brand owner, Green Globe International will continue to seek joint ventures with partners in the sustainability industry who operate successful businesses that would further benefit from the prestige and global recognition of Green Globe. We expect that once the definitive agreement with Green Certifications is consummated, the revenue stream to Green Globe International from this relationship will begin almost immediately,” Mr. Peacock added.

“Green Hotel Certification has found the perfect partner to expand further in the Americas including the Caribbean as well as Europe. Only one certification or re-certification process is required for hotels and resorts to reach both, Green Globe as well as Green Hotel Certification, awards. This partnership makes sense and provides advantages for all parties involved,” commented Guido Bauer, President of Green Certifications, Inc.

Green Globe’s standards for sustainable tourism practice are currently 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 Hotel Certification

Green Hotel Certification is a leading third party certification based on internationally accepted documentation. The seal is an independent recognition of sustainability efforts. Environmental and cultural levels as well as Corporate Social Responsibilities are benchmarked against the highest worldwide principles. Its object is to introduce and strengthen sustainability and social practices at all levels of management in the hospitality industry. The Green Hotel Certification seal also provides a distinguished promotional tool to reach a growing environmentally-aware

global consumer market. Green Hotel Certification offers a completely paperless certification process which guarantees an efficient process. Through this system, properties are updated on a constant basis to ensure highest international standards. Its dedicated auditors work on-site, performing evaluation, implementation, solution-finding and training throughout. More information on Green Hotel Certification can be found at www.greenhotelcertification.com.

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. Green Globe International has been admitted as an affiliate member of the United Nations World Tourism Organization. The World Travel & Tourism Council (WTTC), the business leaders' forum for the travel and tourism industry, is a 5% common stock owner of Green Globe International. 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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