



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Announces Agreement with Sustainable Travel International for Licensing and Co-Branding Relationship for Sustainability and Carbon Neutrality Products

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Agreement includes eco-tourism certification, carbon offset, carbon footprint, and renewable energy services

MURRIETA, CA--(MARKET WIRE)--Nov. 24, 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 agreement with Sustainable Travel International (STI), under which Green Globe International and STI will partner to deliver co-branded products and services to the global travel and tourism industry.

Green Globe International offers comprehensive sustainability and carbon neutrality programs under its internationally recognized Green Globe brand, including Benchmarking and Certification, consulting, communications, and carbon neutrality programs. Under the license agreement with Sustainable Travel International, Green Globe International will license certain STI properties for use as part of Green Globe programs. STI will be paid licensing fees from revenues generated by the use of its properties and services in Green Globe programs. STI may also partner with Green Globe International to license the Green Globe brand for its program participants.

Included in the products expected to be delivered as a result of the agreement is a Green Globe branded carbon offset tool for travelers.

“Sustainable Travel International is an extremely well-respected organization in the field of sustainable tourism development, and we are pleased to add them as another strategic partner to assist in our efforts to bring new Green Globe branded products to the global travel and tourism industry,” stated Steven R. Peacock, CEO and managing director of Green Globe International. “STI has developed cutting-edge sustainability and carbon neutrality products and services, and we look forward to working with STI to deliver their products as part of the Green Globe program.”

“This relationship will afford us the opportunity to expand our reach and grow revenues by including a new set of products in the Green Globe catalogue,” Mr. Peacock added.

Sustainable Travel International, a global leader in sustainable tourism development, is the developer and owner of the intellectual property rights for a variety of market-tested sustainable tourism development services including Sustainable Tourism Eco-certification Program™ (“STEP”), a voluntary, third party certification initiative, Green.travel, an on-line responsible travel portal, Traveler’s Giving Back™, a philanthropic initiative, and TravelGreen, a voluntary carbon offset initiative.

The 501(c)(3) non-profit organization’s mission is to promote sustainable development and responsible travel by providing programs that enable consumers, businesses and travel-related organizations to contribute to the environmental, socio-cultural and economic values of the places they visit, and the planet at large. For more information on STI, please visit www.sustainabletravelinternational.org.

Brian Mullis, President of Sustainable Travel International, commented, “We are extremely pleased be working with Green Globe and taking a more collaborative approach to global sustainable tourism development. This arrangement combines Sustainable Travel International programmatic strengths with Green Globe’s broad reach within the travel and tourism industry, particularly at a destination level, a combination that has all potential for success.”

Green Globe’s standards for sustainable tourism practice are currently used across nearly 50 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 Sustainable Travel International (STI)

Sustainable Travel International is a US-based non-profit organization dedicated to providing education and outreach services that help travelers, travel providers and related organizations support environmental conservation and protect cultural heritage while promoting cross-cultural

understanding and economic development. STI introduced carbon offsetting and custom carbon calculators into the North American travel and tourism industry. For more information on STI, please visit www.sustainabletravelinternational.org.

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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