



Press Release

Source: Green Globe International, Inc.

Green Globe International and Green Hotel Certification Announce Launch of Corporate Membership Program with a more Affordable Certification Option

Issued Wednesday, January 7, 10:12 am ET

MURRIETA, CA--(MARKET WIRE)--Jan. 7, 2009--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, and Green Hotel Certification have announced the launch of a new Corporate Membership program, which is designed to make the Green Globe/Green Hotel Certification dual certification program more affordable for hotel and resort properties.

The new program includes even more benefits, and the certification fee of the dual Green Globe/Green Hotel Certification was replaced by a monthly membership fee. For more information, please call +1-310-984-6807 or visit www.greenhotelcertification.com.

“Given current economic conditions in the hospitality industry, a pricing structure that recognizes the challenges in the market but still delivers all the benefits of the two premier international green certification programs will make participation for hotels and resort properties much easier,” stated Guido Bauer, CEO of Green Certifications, Inc., owner of the Green Hotel Certification.

“Green Globe and Green Hotel Certification are committed to keeping budgets in mind while tailoring certification solutions which allow hotels to demonstrate their commitment to environmental and corporate social responsibility while at the same time lowering operating costs through the more efficient use of energy and water,” Mr. Bauer added.

Green Globe International and Green Certifications, Inc. have established a co-branding relationship under which they deliver a dual certification to identify compliance with internationally accepted green, sustainability standards to tourism properties. Under the program, Green Hotel Certification has initiated sales and marketing efforts in North, Central and South America, the Caribbean, and Europe, the first regions targeted.

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.

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.

Contact:

For Green Globe International, Inc.
A. Beyer
Tel: +1 951 677 8073

For Green Hotel Certification
Guido Bauer
Tel: +1-310-929-7460

investors@greenglobeint.com
www.greenglobeint.com

contact@greenhotelcertification.com
www.greenhotelcertification.com