



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. and Green Certifications, Inc. Announce Expansion of Dual Certification Program in Travel and Tourism**

Issued Monday, January 12, 10:51 am ET

MURRIETA, CA--(MARKET WIRE)--Jan. 12, 2009--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, and Green Certifications, Inc. have announced the expansion of the dual certification program targeted to the tourism and hospitality industries. Green Globe International and Green Certifications previously announced the launch of sales and marketing efforts for dual Green Globe/Green Hotel Certification for hotels, and resorts in North, Central and South America, the Caribbean, and Europe.

Green Globe and Green Certifications will now expand their strategic alliance to deliver dual certifications for additional businesses and attractions in the tourism industry. The certifications identify compliance with internationally accepted green, sustainability standards to tourism businesses.

“While we will continue to pursue hotel and resort properties for Green Globe/Green Hotel Certification, there are a variety of additional businesses which desire a certification program that delivers two prestigious international green brands, and we have initiated marketing efforts toward these businesses,” commented Guido Bauer, CEO of Green Certifications, Inc. “We look forward to announcing the first of these clients in the very near future.”

Bradley Cox, chief operating officer of Green Globe International, Inc., stated, “Our focus will continue to be the use of the Green Globe brand in a variety of applications where the stringent standards of the program are met. The brand’s long history in the travel and tourism industry makes this expansion of our co-branding effort with Green Certifications a very natural progression.”

For more information of Green Globe/Green Certifications programs, please call +1-310-984-6807 or visit [www.greencertifications.com](http://www.greencertifications.com).

The Green Globe brand and program trace their 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](http://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](http://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](http://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  
[investors@greenglobeint.com](mailto:investors@greenglobeint.com)  
[www.greenglobeint.com](http://www.greenglobeint.com)

For Green Hotel Certification  
Guido Bauer  
Tel: +1-310-929-7460  
[contact@greenhotelcertification.com](mailto:contact@greenhotelcertification.com)  
[www.greenhotelcertification.com](http://www.greenhotelcertification.com)

