



Press Release

Source: Green Globe International, Inc.

Green Globe Program Featured in Report on Worldwide Hospitality Industry

Issued Friday, January 23, 9:44 am ET

MURRIETA, CA--(MARKET WIRE)--Jan. 23, 2009--Green Globe International, Inc. (OTC BB: GGLB), worldwide owner of the Green Globe brand, today reported that the Green Globe program has been featured in a report published by Ernst & Young, a global leader in assurance, tax, transaction and advisory services, titled "Global Hospitality Insights: Hospitality Going Green."

The publication, which can be accessed through the Ernst & Young website at http://www.ey.com/global/content.nsf/International/Real_Estate_Global_hospitality_insights, cites Green Globe as the global environmental certification program for the travel and tourism industry. It recognizes the origins of the Green Globe program with the World Travel and Tourism Council (WTTC), the United Nations World Tourism Organization (UNWTO) and the Earth Council. Green Globe International is currently an affiliate member of the United Nations World Tourism Organization, and the World Travel and Tourism Council is a common stock shareholder in the company.

The report asserts that a growing number of stakeholders, including governments, non-governmental organizations (NGOs), corporations, and consumers are aware of the need to engage in environmentally responsible practices. It notes that through the Green Globe program, hotels and resorts can achieve certification by meeting standards in areas such as greenhouse emissions, energy efficiency, management of freshwater resources, ecosystem conservation, and wastewater and solid waste management.

"This report published by Ernst & Young recognizes the increased worldwide focus on sustainability, as well as Green Globe's leadership in the travel and tourism industry dating back to the early 1990s," commented Steven R. Peacock, CEO and Managing Director of Green Globe International. "It also asserts that this trend is expected to grow in coming years, which is one of the reasons we believe that Green Globe International, as worldwide owner of the Green Globe brand, is so well positioned, even during challenging economic times. There are an almost limitless number of applications for the Green Globe brand to be utilized to demonstrate environmental responsibility and leadership, and we will continue to pursue the expansion of the program to meet the increasing global need."

Green Globe International recently partnered with Green Certifications, Inc. under a co-branding relationship. The two organizations deliver a dual Green Globe/Green Certifications program to identify compliance with internationally accepted green, sustainability standards to tourism properties and businesses. Under the program, Green Certifications has initiated sales and marketing efforts in North, Central and South America, the Caribbean, and Europe, the first regions targeted under the partnership.

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 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. 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.

Contacts:

For Green Globe International, Inc.

A. Beyer

Tel: +1 951 677 8073

investors@greenglobeint.com

www.greenglobeint.com