



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. Announces Appointment of Guido Bauer as Vice President of Global Sales**

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*Term sheet signed to explore acquisition of Green Certifications, Inc.*

MURRIETA, CA--(MARKET WIRE)--Jan. 29, 2009--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, today announced the appointment of Guido Bauer of Green Certifications, Inc. to the position of Vice President of Global Sales of Green Globe International. Mr. Bauer, who founded Green Certifications, Inc. in 2001, has extensive experience in travel, tourism and hospitality industries.

Green Certifications and Green Globe International recently partnered to deliver the Green Globe/Green Certifications program to identify compliance with internationally accepted green, sustainability standards to tourism properties and businesses. Since initiating the dual certification program, Green Certifications, under the direction of Mr. Bauer and in cooperation with the Green Globe International management team, has initiated sales and marketing efforts in North, Central and South America, the Caribbean, and Europe, the first regions targeted under the partnership.

The first clients for the dual Green Globe/Green Certifications program have been signed in the Caribbean and the United States.

In addition to the appointment of Mr. Bauer, Green Globe International and Green Certifications have executed a non-binding term sheet which outlines a process under which Green Globe International would acquire Green Certifications. The steps in the process include a Letter of Intent, an acquisition of a minority ownership interest in Green Certifications, additional due diligence, a Definitive Agreement, and, ultimately, the close of the acquisition. The timeline for the acquisition is expected to span approximately 6 months.

Mr. Bauer was born in Passau, Germany, earned a degree in Tourism and Hospitality from the University of Munich and has lived in the United States since 1984. Before founding Green Certifications, he served as Vice President of Sales for an airline management company. Previous to that position, Mr. Bauer contracted with inbound tour operators arranging travel from

Germany to the United States. He has developed sustainable travel programs for the Caribbean and has been involved in large sustainability projects in Mexico, the Caribbean and Europe.

“Mr. Bauer is uniquely qualified to lead Green Globe’s certification efforts throughout the world, and we are extremely pleased that he has agreed to serve as the company’s VP of Global Sales,” stated Steven R. Peacock, CEO and Managing Director of Green Globe International. “Mr. Bauer not only has an extensive background in the travel, tourism and hospitality industries, but from his work with us over the past several months and his years of experience in the certification business, he has detailed knowledge of the Green Globe program.”

“Certification is an important element of Green Globe International’s revenue model, and Mr. Bauer has already proven that he can expand the use of the Green Globe brand in certification applications worldwide. We believe that this success will continue on a global scale and that ultimately Green Certifications will become a part of Green Globe International through the acquisition process outlined in our term sheet,” Mr. Peacock added.

Mr. Bauer commented, “I’m happy to accept the position of VP of Global Sales with Green Globe International and look forward to strengthening our ties as we market Green Globe certification throughout the world. We have received very positive feedback from the tourism and hospitality industries thus far and expect to have additional clients signed to our certification program in the coming days.”

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 Certifications, Inc.**

Green Certifications, Inc. ([www.greencertifications.com](http://www.greencertifications.com)) owns Green Hotel Certification, 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.

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