



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. Announces Benchmarked Status for Estoril Congress Center under the Green Globe Certification Program**

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MURRIETA, CA--(MARKET WIRE)--Feb. 17, 2008-- Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, today announced that Estoril Congress Center (ECC), a leading green meeting venue in Estoril, Portugal, has furthered its commitment to operating to the world's highest environmental standard by achieving Benchmarked status under the internationally recognized Green Globe certification program.

In response to the global climate crisis, Estoril Congress Center has committed to a vision of operating a meeting facility with zero emissions and zero waste. Its goal is to become a certified reference for sustainability in Portugal and in the European Congress Market, and the completion of the Benchmarking phase of the Green Globe program is an important step in demonstrating this commitment.

As part of the process of achieving Benchmarked Bronze status, Estoril Congress Center has undertaken to benchmark its energy and water consumption, total waste production and community commitment, as well as implementing an integrated environmental and social policy.

Estoril Congress Center has achieved Best Practice results in Energy Consumption, Water Consumption, Waste Sent to Landfill and Community Commitment.

Benchmarking represents the first phase of Green Globe certification for the Estoril Congress Center. The Center will now continue its journey of sustainability by undergoing a third party verification of their commitment to the environment and compliance with the Green Globe Company Standard.

In December 2008, Estoril Congress Center launched a new campaign with 5 innovative services that give clients the opportunity to elevate the quality of their events and programs, according to sustainable guidelines and corporate responsible objectives. These 5 new services: CSR Programs, Safe programs, Wellness programs, Green Events and Carbon Zero Events, are

referenced to leading trends in Meetings and Incentive events, making corporate and business events more effective and capturing more participants.

Under the campaign slogan, “Reduce your Footprint and Survive,” and umbrella brand, “B GREEN the only option,” Estoril Congress Center has dedicated its 2009 campaign towards market awareness and commitment to greener meetings, and has been invited as a speaker of GMIC 2009 Conference to be held on February 24-26 in Pittsburgh, Pennsylvania to present its sustainable strategy and certification process.

When asked how ECC is seen as the leading sustainable venue in Europe, Pedro Rocha dos Santos answered, “ECC has taken its commitment to sustainability very seriously, by choosing to subscribe to Green Globe’s program for Green Venues and achieving Best Practice in nearly all measurements. We have been working since 2007 towards our objective in offering a Leading Green Venue with unique sustainable services and programs for our clients. By doing so, we have committed our region’s business partners, and unified the whole region to work together towards better sustainable practices, more sustainable products and services, thus extending our offer as a Sustainable Destination for Business Tourism.”

“Utilizing the quality benchmarking and certification systems delivered by Green Globe, Estoril is well positioned to be a leader in green meetings and a focal point of sustainable practices for their world class destination,” stated Bradley Cox, chief operating officer of Green Globe International.

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 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 the Estoril Congress Center**

The Estoril Congress Center (ECC) is located at the heart of the beautiful and glamorous seaside resort of Estoril and Cascais, just 25 kilometers from Lisbon Airport, Portugal. The ECC has been benchmarked as a Green Venue by Green Globe International and has developed unique services and activities that highlight the sustainable objectives and CSR of business and brands.

Opened in 2001, the venue was designed to hold a large variety of events and enjoys a privileged location, unique historic, cultural events, sports and leisure facilities, and wonderful gastronomic offering.

**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).

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