



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. Announces Alliance with SkyAuction as part of Hotel and Resort Certification Program**

Issued Thursday, February 5, 9:05 am ET

MURRIETA, CA--(MARKET WIRE)--Feb. 5, 2009--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, today announced an alliance with SkyAuction, a leading travel auction marketplace, as part of its certification program for hotels and resort properties.

Starting on February 1, 2009, clients of the Green Globe/Green Certifications program were offered the option of paying for the cost of certification with room nights as a barter arrangement through SkyAuction.com. The payment arrangement is being made available to broaden the availability of certification to a larger number of for properties who desire certification.

SkyAuction.com is the leading travel auction marketplace on the Internet. SkyAuction secures excess travel inventory from leading airlines, hotels, resorts, cruise lines and tour operators, and packages it into exciting online auctions that typically start at \$1 with no reserve price. Excess travel inventory consists of structural overcapacity such as off-season hotel rooms, cruise cabins and airline seats that travel providers know well in advance are likely to go unsold. Consumers with flexible travel plans can browse the \$1 auctions and bid only as much as they are willing to pay for the offered travel packages. For more information on SkyAuction, please visit <http://www.skyauction.com/company/overview.do>.

For more information on the program, please contact [wecare@greenhotelcertification.com](mailto:wecare@greenhotelcertification.com) or call +1-310-929-7460.

Guido Bauer, CEO of Green Certifications, Inc. and Vice President of Global Sales for Green Globe International, commented, "We are pleased to have established this alliance with SkyAuction and believe that it will have an immediate impact on the number of hotels that join the Green Globe/Green Certification program. It is important for us to provide options for potential clients who seek the prestigious Green Globe certification, and this is just another example of our customer oriented approach."

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.

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 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.

#### Contacts:

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)

Guido Bauer

Tel: +1-310-929-7460

contact@greencertifications.com  
[www.greencertifications.com](http://www.greencertifications.com)