



Press Release

Source: Green Globe International, Inc.

Green Globe International Announces Green Globe Certification for Hacienda Tres Ríos Resort, Spa and Nature Park

Luxury Riviera Maya Resort Receives Recognition for its Environmental and Sustainable Tourism Practices from Green Globe Certification Program

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MURRIETA, CA--(MARKET WIRE)--Mar. 17, 2009--Green Globe International, Inc. (OTC BB: GGLB), worldwide owner of the Green Globe brand, today announced that Hacienda Tres Ríos, a pioneer of luxury eco-friendly resort practices in the Riviera Maya, has achieved certification under the Green Globe Certification program. The program identifies compliance internationally accepted green, sustainability standards for tourism properties and businesses.

The newly opened Hacienda Tres Ríos has been recognized as a model for sustainable tourism by the Mexican government. The resort's commitment to sustainable best practices began years before construction and has extended through the construction phase to setting new standards for resource conservation and optimal environmental management. The resort utilizes on-site desalinization systems that enable them to pull saltwater from deep underground for resort water needs. This water is so cold it can be used to naturally pre-chill the air conditioning system, reducing electricity use and costs 38 percent. Heat emanated from the air conditioning systems is captured and used to heat guest hot water saving an additional 75 percent in natural gas usage and fees. And because of the on-site desalinization, the resort does not make use of the fresh water aquifer, protecting an increasingly scarce resource in the world.

"Hacienda Tres Ríos is razor-focused on the enduring, intelligent and responsible use of the properties three distinct eco-systems," said Guido Bauer, VP of Global Sales for Green Globe International, Inc. "It's truly remarkable to see a luxury beach resort with such high standards for carefully managing resources from its 120 plant species and 90 animal species to employee training and programs that benefit indigenous cultures."

"Tres Rios began as a nature park and we've been extremely diligent in ensuring we follow our set new standards for protecting the extraordinary beauty and diversity of the area so our guests can reconnect with nature while they enjoy luxury Mexican hospitality," said Hacienda Tres Rios CEO Orlando Arroyo. "We have worked hard to be recognized for our sustainability practices and are thrilled to be certified by the Green Globe Certification program."

For more information on Hacienda Tres Ríos, please visit www.haciendatresrios.com.

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 (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 Tres Ríos

Located just south of Cancún, Tres Ríos is an exclusive eco-friendly retreat in the heart of the Riviera Maya. Located on 326 pristine acres of jungle, mangrove forest and coastal dunes, Tres Ríos is home to three natural rivers, an estuary, 10 cenotes (freshwater springs) and a one-mile stretch of sandy white beach. When completed, the Tres Ríos master plan will include five hotels with more than 1,700 suites, full- and part-time residences, a world-class marina and yacht club, an equestrian center, a premium spa, beach club, convention center, an estuary and nature park complete with a visitor center, Mayan cultural center, estuary bird sanctuary and botanical garden. Tres Ríos brings unique activities and Mexican tradition to travelers, sharing honor and warmth with visitors who are welcome as more than guests; they're family. For more information, please visit www.tres-Rios.com.

About Green Globe International, Inc.

Green Globe International, Inc. is the worldwide owner of the Green Globe brand. Green Globe Certification, the company's certification partner, delivers the world's premier third-party certification program based on internationally accepted standards. 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 the company, please visit www.greenglobeint.com. To receive information on Green Globe Certification, please visit www.greenglobecertification.com.

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