



Press Release

Source: Green Globe International, Inc.

## **Green Globe International Announces Launch of Green Globe Index Providing Global Solution to Travel and Tourism Sustainability Ranking and Disclosure**

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MURRIETA, CA--(MARKET WIRE)--Mar. 24, 2009--Green Globe International, Inc. (OTC BB: GGLB), worldwide owner of the Green Globe brand, in partnership with Sustainability Intelligence today announced the launch of the Green Globe Index to provide a common platform for all travel and tourism related companies to measure, rank and demonstrate sustainability.

The Green Globe Index tool will allow clients to calculate their CO<sub>2</sub>e footprint, the financial cost of that CO<sub>2</sub>e, and to track their performance of energy and water consumption and non-recyclable waste production.

As part of the launch announcement, Green Globe Chief Operating Officer, Mr. Brad Cox said, “The global travel and tourism industry has a wide range of initiatives and measurement processes. The Green Globe Index provides a common platform to enter data and deliver global ranking and education, using the independence of the industry’s only global sustainability and certification brand – Green Globe.

“The index is based upon company submissions using an online questionnaire and data entry process to deliver a ranking by business type both nationally and globally. Users who achieve a minimum level of attainment are placed on a public index for consumer and corporate buyers to identify sustainable companies,” added Mr. Cox.

The entry cost for the index is US\$85 per year, with users able to update and increase their data delivery an unlimited number of times each year. Volume users can receive reduced pricing, and all users can receive further licences at a preferential price to engage their supply chain.

The index is global and not country or industry sector specific and designed for all companies in the global travel and tourism industry whether large or small, supplier or principal. The index will be accessible to corporate buyers and consumers to identify travel and tourism companies who are making a difference. Alternately users can rank their own performance without having to share it publicly.

Companies who are new to sustainability can identify areas for action and focus using the index. Index reports are automatically generated to assist clients identify future improvements required to increase sustainability.

The index can also be used to assess and improve supply chain sustainability. Index users can demonstrate their achievements to prospective and existing suppliers and clients, supporting increased sustainability focused procurement.

Hugo Kimber, Sustainability Intelligence Managing Director, commented, “The Green Globe Index is designed to support and catalyse a more sustainable industry by providing a simple and low cost process for all users irrespective of their size and current levels of engagement.

“A sustainable travel and tourism industry will only be achieved by encouraging sustainable practices and supporting purchasing based upon sustainable performance. Rewarding and encouraging sustainability requires a common, independent platform that does not discriminate on the basis of cost and delivers valuable intelligence that can drive education and support programmes,” Mr. Kimber said.

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 worldwide owner of the Green Globe brand, which includes the leading sustainability certification and benchmarking program, carbon footprint calculation and offset programs, and a broad range of consulting services. 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](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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