



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. COO Interviewed on Goals, Worldwide Growth and Regional Administration of Green Globe Programs**

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*Role of Caribbean region highlighted in the Q&A with eTurboNews*

MURRIETA, CA--(MARKET WIRE)--Mar. 12, 2008--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, today announced that Bradley Cox, the company's chief operating officer, has participated in a wide-ranging interview with eTurboNews, a news service that provides international travel industry news to industry professionals and journalists.

The interview, titled, "Green Globe has its growing pains, too, including the Caribbean," has been posted to the Green Globe website at <http://www.greenglobeint.com/articles/3/> and covers a variety of topics from the role of Green Globe in today's travel and tourism industry to its future goals and strategic initiatives.

Conducted by Nelson Alcantara, eTurboNews Editor in Chief, the interview also includes discussions of Green Globe International's affiliation with the World Travel and Tourism Council (WTTC), the United Nations World Tourism Organization (UNWTO), the history of the brand dating back to 1992, and the administration of Green Globe program in different regions of the world, including the Caribbean.

"In this interview with eTurboNews, Mr. Cox provides detailed information on a variety of topics, including the status of Green Globe initiatives in specific markets," stated Green Globe International CEO and Managing Director Steven R. Peacock. "We hope that this information is helpful both to our shareholders and to Green Globe stakeholders around the world."

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 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. 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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