



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Announces Agreement with Sustainability Intelligence for Green Globe Index Measurement Tool

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New revenue stream to be established from use of Green Globe Index to rate sustainability

MURRIETA, CA--(MARKET WIRE)--Mar. 3, 2008--Green Globe International, Inc. (OTC BB: GGLB), the worldwide owner of the Green Globe brand, today announced an agreement with Sustainability Intelligence for use of its Index Tool, which will be branded as the Green Globe Index and will be used as part of the Green Globe certification and benchmarking program as well as offered as a standalone online resource for Green Globe International clients. The Green Globe Index tool will allow clients to calculate their CO₂e footprint, the financial cost of that CO₂e, and to track their performance of energy and water consumption and non-recyclable waste production.

Sustainability Intelligence is a joint venture partnership that delivers practical support, data solutions and research on emerging sustainability challenges. Its partner organizations include The Carbon Consultancy, a leading independent carbon management specialty organization.

The agreement articulates the cooperation between Green Globe International and Sustainability Intelligence in sustainability certification and the ranking of sustainability achievements for travel and tourism enterprises. Additionally, the agreement licenses and authorizes Green Globe International to market the Index Tool for use in delivery of Green Globe Certification and Benchmarking programs, and at the same time, authorizes Sustainability Intelligence to utilize the Green Globe brand for the purposes of labeling and marketing the Index Tool.

Bradley Cox, chief operating officer of Green Globe International, commented, "In the past, it has been difficult to rank the 'greenness' of a hotel, although Green Globe Benchmarking has been part of certification and always allowed hotel properties to simply measure and manage their use of energy and water and reduce waste to landfill. With the release of the Green Globe Index tool, we can now provide a guide to consumers as to a hotel's achievements in reducing carbon, saving water and lowering the output of non-recycled waste. The Green Globe Index is suitable from the smallest to the largest tourism business, can be applied across all sectors and remains a cost-efficient solution for a business to start its journey toward sustainability."

“The agreement with Sustainability Intelligence provides an extremely valuable tool for the Green Globe program, including for use as part of our Green Globe Certifications program, and we are pleased to have entered into this licensing agreement,” stated Green Globe International CEO and Managing Director Steven R. Peacock. “From an earnings perspective, this agreement also provides an additional revenue source for the company, which is a major focus of as we seek to build shareholder value and grow the use of the brand worldwide.”

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. 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.

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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