



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Announces Green Globe Index Service for China's Hospitality Industry

Issued Tuesday, Jun. 1, 9:40 am ET

LOS ANGELES, CA--(GLOBE NEWSWIRE)--Jun. 1, 2010--Green Globe International, Inc. (OTC: GGII), the worldwide owner of the Green Globe brand, today announced that at the recent World Travel & Tourism Council (WTTC) Global Travel & Tourism Summit in Beijing, China, a cooperative agreement was signed for the deployment of the Green Globe Index sustainability assessment program to be implemented by China's Hotel Purchasing and Supplying Association (HPSA), which is headquartered in Beijing.

HPSA is the most renowned and influential trade association in China's hospitality industry, with 6,000 corporate and individual members from the industry and their supply chains.

The Green Globe Index sustainability assessment program will help China hotels and their suppliers to boost their competitiveness through measuring, learning and improving their energy efficiency and reducing carbon emissions.

"This is the first contract for Green Globe International in China, and with such a significant national association, this is truly an important event," commented Steven R. Peacock, CEO and Managing Director of Green Globe International. "We believe there is a broad demand for the Green Globe Index in China as the initial step towards sustainability for its various industries and public organizations."

Charles Kao, a Director of Sustainability Intelligence Ltd. and owner of TravelMole, the most highly acclaimed and largest global online community for the travel and tourism industry, stated, "The current 14,000 hotels in China are projected to grow annually at 19% for the 4-5 star hotels and 9% for lower categories or a total of 1.6 million rooms over the next decade. The Chinese government and tourism industry has committed that this growth will be developed and managed under internationally accepted sustainable criteria. Our Green Globe Index program is proud to partner with HPSA to help meet these objectives."

Green Globe Index is a low cost, common global disclosure platform designed to enable mass engagement with the travel and tourism industry. The index, managed by UK-based Sustainability Intelligence Ltd, is a web-based tool that assesses sustainability performance,

providing measurement and rating for all types of travel industry stakeholders.

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.

The company encourages all shareholders and others interested in following the progress of the Green Globe brand to subscribe to receive email alerts whenever new information is made public. To subscribe, please visit <http://www.greenglobeint.com/stayconnected/email/>.

About China Hotel Purchasing & Supplying Association (HPSA)

China Hotel Purchasing & Supplying Association is the most renowned and influential trade association in the hospitality industry of China. Headquartered in Beijing, it represents 6,000 corporate and individual members throughout the country from the hotels, restaurants, suppliers, construction and design, service institutions, and senior professional managers and consultants. <http://hospitality.china.cn/>

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 programs, 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 and its programs, please visit www.greenglobeint.com.

For information on Green Globe Certification, please visit www.greenglobe.com. To see sustainable travel options, please visit www.greenglobe.travel.

Green Globe services in the Asia Pacific are distributed, managed and sold exclusively by Green Globe Asia Pacific (GGAP) through EC3 Global. If you would like further information on GGAP, please visit www.greenglobe.org.

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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