



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. Announces Initial Agreement with PA Consulting Group for Collaboration on Sustainability Projects**

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*Initial focus expected to be Sustainability and Carbon Neutrality Programs for Caribbean nations*

MURRIETA, Calif.--(MARKET WIRE)--Jul. 7, 2008--Green Globe International, Inc. (OTC BB: GGLB), which owns the Green Globe brand, the premier international green brand focused on sustainability and carbon neutrality programs, today announced that it has entered into an initial agreement in the form of a Memorandum of Understanding with PA Consulting Group, a leading global management consultancy company. Green Globe International and PA Consulting Group plan to cooperate in several specified areas related to the delivery of sustainability programs under the Green Globe banner.

Under terms of the MOU, the areas of collaboration between PA Consulting Group and Green Globe International, Inc., include, but are not limited to: 1) identify potential tourism destinations (e.g., countries, territories, municipalities, and resort areas) for Green Globe International programs; 2) secure the support and participation of key stakeholders in the destination; 3) design and develop a destination-specific Sustainability and Carbon Neutrality Plan; 4) work with Green Globe International to secure funds to finance the implementation of the Sustainability and Carbon Neutrality Plan; 5) manage the implementation of the Sustainability and Carbon Neutrality Plan; 6) monitor and report progress toward key sustainability and carbon generation indicators for Energy consumption; Waste production; Water usage; Chemical usage; Community Engagement, and local economic benefit; 6) certify that communities and businesses are compliant with the Green Globe Benchmarking and Certification Programs available; and 7) provide an annual review to confirm compliance with Benchmarking Standards which qualify for Certification.

After meetings with Caribbean tourism organizations and officials, Green Globe International recently announced plans to deliver sustainability and carbon neutrality solutions for the region. Green Globe International will further seek to expand these programs to countries and destinations worldwide.

Steven R. Peacock, chief executive officer and managing director of Green Globe International, Inc., commented, “We are extremely pleased to have established a relationship with PA Consulting Group and believe that they will be a tremendous partner for Green Globe and will assist greatly in the implementation of our sustainability programs.

“The support of PA Consulting Group is expected to contribute significantly to the success of the Green Globe program, particularly as we seek to expand the awareness of our Sustainability and Carbon Neutrality Plans for destinations and countries that are concerned with the quality of their environment. As this agreement details, we also anticipate that PA will play an integral role in the implementation of Green Globe programs to the participating destinations and countries.”

According to Bill Meade, Partner with PA Consulting Group, “Green Globe has provided a roadmap for governments, companies, and communities interested in applying environmental and social sustainability programs to the tourism sector.”

PA has helped over 50 hotels, resorts and tourism attractions become Green Globe benchmarked and certified, and three tourism destinations become Green Globe benchmarked. PA was instrumental in introducing Green Globe to Caribbean and Middle East tourism markets, including helping the first four hotels in the world, all from Jamaica, become Green Globe certified.

“We are excited about the inclusion of carbon neutrality to the Green Globe program as the global tourism industry, host country governments, and private businesses are seeking to reduce their ‘carbon footprint’ and participate in international carbon trading and financing schemes,” Mr. Meade added.

The World Travel and Tourism Council (WTTC) established Green Globe in 1992 as a response to the United Nations Rio de Janeiro Earth Summit, where 182 Heads of State endorsed the Agenda 21 principles of Sustainable Development. Green Globe is the only international sustainability program based on Agenda 21 principles.

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 PA Consulting Group**

PA Consulting Group is an independent, employee-owned, global firm of 3,000 talented individuals, operating from offices across the world, in Europe, North America, Latin America, Asia, and Oceania. PA has won numerous awards for delivering complex and highly innovative assignments, run one of the most successful venture programmes in the consulting industry, technology development capability that few firms can match, deep expertise across key industries and government, and a unique breadth of skills from strategy to IT to HR to applied technology. PA has earned a worldwide reputation for transforming the performance of organizations.

### **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 30 countries. For information on Green Globe's benchmarking and certification please visit <http://www.ec3global.com/products-programs/green-globe/Default.aspx>. For more information on Green Globe International, please visit [www.greenglobeint.com](http://www.greenglobeint.com).

### **Green Globe Benchmarking and Certification**

Brisbane-based EC3 Global, a leading international environmental and tourism advisory group, is wholly owned by the Sustainable Tourism Cooperative Research Centre (STCRC), the world's largest tourism research organization. As the commercialization company for STCRC's intellectual property, EC3 Global is the exclusive provider of the Green Globe benchmarking and certification program worldwide. For additional information on EC3 Global, please visit [www.ec3global.com](http://www.ec3global.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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