



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. Reports Attendance at Annual Caribbean Tourism Summit**

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*Meetings included first nations targeted for Green Globe Sustainability and Carbon Neutrality Plans*

MURRIETA, Calif.--(MARKET WIRE)--Jul. 9, 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 reported its attendance at the first Annual Caribbean Tourism Summit held from June 21 to June 24, 2008 at the International Trade Center in the Ronald Reagan Building in Washington, D.C.

The purpose of Green Globe International's attendance at the summit was to follow-up with Caribbean nations interested in the company's plan to provide sustainability and carbon neutrality solutions that had been presented to Caribbean tourism leaders at industry events held in the Turks and Caicos Islands and Trinidad in April and May respectively.

Having reached agreement with Caribbean tourism officials to move forward with presentations to individual nations in the region at the earlier industry events, Green Globe International Chairman Gary Nerison and Chief Operating Officer Bradley Cox attended the summit. Meetings were held with 3 Caribbean nations and further details were provided on how the company's Sustainability and Carbon Neutrality Plan directly addresses climate change issues.

During their time in Washington, D.C., Mr. Nerison and Mr. Cox also met with representatives from PA Consulting Group, a leading global management consultancy company, and the two companies formally executed the recently announced Memorandum of Understanding under which Green Globe International and PA Consulting Group will cooperate in areas related to the delivery of sustainability programs under the Green Globe banner. This cooperation is expected to include nations in the Caribbean who attended the summit and have expressed an interest in building on the Green Globe certification credentials of tourism operators within their country to engage broader Green Globe sustainability programs.

Green Globe International representatives at the event also met with Dr. Murray C. Simpson, a Senior Research Associate at Oxford University Centre for the Environment and a leading expert

in sustainability for the tourism industry and the issues surrounding tourism and climate change. Green Globe International has established a collaborative relationship with Dr. Simpson and expects to work with him as the company seeks to deliver its sustainability and carbon neutrality solutions to the Caribbean region. More information on Dr. Simpson can be found at <http://www.murraysimpson.com>.

“The Caribbean has traditionally been a stronghold for the Green Globe brand, and Green Globe International expects to expand our presence in the region through the acceptance of our Sustainability and Carbon Neutrality Plans,” stated Steven R. Peacock, chief executive officer and managing director of Green Globe International, Inc. “These meetings in Washington, D.C. and our presence at the summit further advanced the familiarity of the plans by decision makers from the Caribbean region, and we look forward to seeing additional progress toward implementation of the plans by individual countries in the near term.”

The Caribbean Tourism Summit was organized by the Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO) and was attended by some of the most influential policy makers and tourism officials from more than 30 Caribbean countries.

Exhibitors participating in the event included: Air Jamaica, American Express, Anguilla Tourist Board, Bahamas Tourist Office, Barbados Tourism Authority, Cayman Islands Department of Tourism, Discover Dominica Authority, Dominican Republic Department of Tourism, Doubledown Media, Grenada Board of Tourism, IICA, Illusions VIP Services, International Fund for Animal Welfare, Jamaica Tourist Board, MACO Magazines, Martinique Promotions Bureau, Salto Systems, St. Kitts Investment Promotion Agency, St. Lucia Tourist Board, St. Vincent & the Grenadines, The New York Times, The Washington Times, Tourism Intelligence International, Tourism ROI, Trinidad & Tobago Tourism Development Company, Turks & Caicos Tourist Board, US Virgin Islands Department of Tourism and The Washington Times.

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 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).

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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