



Press Release

Source: Green Globe International, Inc.

## **Green Globe International, Inc. Announces Agreement with Wallace Partners, LLC**

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*Association expected to target new market opportunities for Green Globe initiatives*

MURRIETA, Calif.--(MARKET WIRE)--Jul. 16, 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 a strategic advisory services agreement with Wallace Partners, LLC, which provides strategic sustainability guidance to corporations and non-governmental organizations (NGOs).

Under terms of the agreement, Wallace Partners will use its global network and sustainability expertise to provide Green Globe International with a thorough understanding of market opportunities, as well as identify, introduce and engage with high priority stakeholders. Strategic support will include: 1) providing a broader understanding of market opportunities; 2) helping prioritize steps for focusing marketing effort; 3) tailoring marketing and collateral materials; 3) introducing at the local government level; 4) identifying key stakeholders and engaging; 5) identifying and establishing strategic partnership opportunities; 6) introductions to potential financial partners/investors.

The international experience and industry network of Wallace Partners will be leveraged to assist Green Globe in identifying and accessing new market opportunities. Wallace Partners has longstanding relationships with previous clients and maintains ongoing strategic relationships with industry leaders around the globe. These resources will be tapped to inform and enhance Green Globe International's sustainability and carbon neutrality initiatives, as well as to establish long-term strategic relationships.

“Wallace Partners has a unique understanding of the sustainability landscape and has access into markets beyond the current reach of the Green Globe program,” stated Steven R. Peacock, chief executive officer and managing director of Green Globe International, Inc. “By entering into this agreement with Wallace Partners, we expect to expand our Green Globe initiatives into new areas, including a number that have been targeted within the United States. We are confident that Wallace Partners will help us to successfully align our strategies with the current market demand and the growing worldwide interest in sustainability.”

“Green Globe International’s sustainability initiatives, including the Sustainability and Carbon Neutrality Plans that we have recently discussed in relation to Caribbean nations, are clearly applicable in other markets. Through our association with Wallace Partners, we expect to be introduced to additional potential customers for these initiatives, as well as receiving assistance in tailoring the plans to each specific market segment,” Mr. Peacock added.

Green Globe International’s Sustainability and Carbon Neutrality Plans provide for the development of a communications strategy, a carbon offset strategy and a sustainability strategy supported by Green Globe International. The plans outline a strategy that will certify destinations, including their private and public organizations and infrastructure, as achieving best environmental practice and commitment to their communities. The sustainability plans include a menu of services underpinned by the Green Globe standards.

Mike Wallace, president of Wallace Partners, commented, “There has been a sudden rush to market of green rating and certification programs. Everyone wants to be ‘green’ and corporate clients, business partners and consumers are all looking for guidance on the definition of ‘green.’ Green Globe’s legacy, international reputation and strategic affiliations are of a caliber that will help catalyze and lead the global move toward a ‘green’ standard. Wallace Partners is excited to be a part of this.”

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).

#### **About Wallace Partners, LLC**

Wallace Partners, LLC provides strategic advisory services to clients facing the increasing demands of stakeholders to implement corporate social responsibility (CSR) and sustainability initiatives. The company uses a finance based approach to assess sustainability opportunities and challenges, and provide solutions that align priority stakeholder and market demands with business objectives. Its strategies address emerging business risks associated with environmental and social concerns, as well as the growing demand for enhanced disclosure and

governance. Given the growing interest in these issues by mainstream financial institutions, Wallace Partners has developed Environmental Governance Services, a unique service focused on aligning financial and reputational performance to address the demands of influential financial stakeholders. Through its international network, Wallace Partners is able to provide turnkey solutions on continuously emerging CSR issues. The company's network includes strategic relationships with research providers, reporting specialists and industry analysts. In addition, Wallace Partners is uniquely positioned to provide facilitated or confidential services that enable clients to engage with influential stakeholders and key industry experts. For additional information on, please visit <http://www.wallacepartners.net/>.

#### 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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