



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Confirms Agreement with Estoril Congress Center that Provides Sustainability Services under the Green Globe Certification Program

Issued Monday, July 28, 6:09 am ET

Facility targeted to become the premier green certified congress center in Europe

MURRIETA, Calif.--(MARKET WIRE)--Jul. 28, 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 confirmed its agreement with the Estoril Congress Center (ECC) in Estoril, Portugal, under which Green Globe International provides a variety of sustainability and related services that will enhance the center's position as the premier green meeting venue in Europe.

In response to the global climate crisis, Estoril Congress Center has committed to a vision of operating a meeting facility with zero emissions and zero waste. Its goal is to become a certified reference for sustainability in Portugal and in the European Congress Market.

Estoril Congress Center has initiated its certification process under Green Globe International by implementing a methodology focused on 4 key steps: Strategy and Vision, Recording Energy and Waste Usage, Stakeholder Engagement and Execution of Sustainable Operational Procedures. The service package provided to ECC by Green Globe International will include carbon, waste and resource reduction strategies, and operational protocols for recycling and material reuse, staff training, communications and measurement.

Green Globe International will appoint a representative to assist in the planning and coordination of sustainability activities for the Estoril Congress Center and will identify the criteria and benchmarking standards that must be achieved to attain sustainability and certification. The benchmarking and certification will be delivered through EC3 Global, Green Globe International's exclusive provider of the benchmarking and certification program worldwide.

ECC expects to receive the Green Globe benchmarked status by September 2008, thereby becoming among the first Congress Center in Europe to achieve that status in the Green Globe program and the first to achieve it under Green Globe International's comprehensive

sustainability services agreement.

Speaking at the February 2008 Green Meeting Industry Council Conference held in Vancouver, British Columbia, Estoril Congress Center's Managing Director Pedro Rocha dos Santos commented that he sees, "This project as being the spark that ignites the whole region behind the concept of sustainability. I hope and envision that our neighbours in the surrounding hotels and public and private venues will follow our lead and join us in making Estoril Europe's premier Green Meeting destination."

Steven R. Peacock, chief executive officer and managing director of Green Globe International, Inc., commented, "We are very pleased to welcome the Estoril Congress Center as a participant in the Green Globe program, and we applaud their strong commitment to sustainability. We look forward to providing assistance as the center reaches the milestones that are part of the benchmarking and certification process, as well as other aspects of Green Globe International's sustainability services. As part of our work with the ECC, we will also seek every opportunity to promote awareness of the center's commitment to environmental responsibility, corporate social responsibility, and its participation in the Green Globe program."

"Green Globe International will also continue to spread awareness of Green Globe Standards and use of the brand in sustainability programs worldwide," Mr. Peacock added.

In March 2008, Estoril Congress Center appointed MCI, the foremost global association, communications and event management company to lead its green strategy. MCI subsequently entered into a strategic alliance with Green Globe International under which the two companies agreed to provide sustainability consultancy services to meeting facilities and destinations. The agreement with the Estoril Congress Center came about as a result of that strategic alliance.

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) 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 the Estoril Congress Center

The Estoril Congress Center (Centro de Congressos do Estoril) opened in 2001 and was designed to hold a large variety of events. Enjoying a privileged location just 20 minutes outside of Lisbon, Portugal, its functionality and modern technological equipment allow it to adapt to specific requirements as well as to hold simultaneously different activities.

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.

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 Green Globe International's exclusive provider of the Green Globe benchmarking and certification program worldwide. For additional information on EC3 Global, please visit 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.

Contacts:

For Green Globe International, Inc.

A. Beyer

Tel: +01 951 677 8073

investors@greenglobeint.com

www.greenglobeint.com

For Estoril Congress Center

Tel: +351 214 647 570

info@estorilcongresscenter.com

For EC3 Global

Paula Quirk Russo

Tel: +61 7 3238 1904

paula.quirk.russo@ec3global.com