



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Attends Certification Summit

Issued Monday, August 25, 11:01 am ET

MURRIETA, Calif.--(MARKET WIRE)--Aug. 25, 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 Chief Operating Officer Bradley Cox has attended a summit titled "Certification Programs of the Americas and their position at a global level" held from August 21-22 in San Jose, Costa Rica.

Mr. Cox attended the event as the representative of Green Globe International, which has been invited to collaborate with the Sustainable Tourism Stewardship Council (STSC), a global accreditation body for sustainable tourism and ecotourism certification programs.

The Rainforest Alliance (www.rainforest-alliance.org), which has provided technical and administrative support for the STSC initiative since 2001, conducted a comprehensive 18-month feasibility study to investigate the need for such an institution, determine its scope and develop an implementation plan. Then representatives of numerous organizations provided input on all aspects of research, design and implementation of the business plan for the institution. For more detailed information on the Sustainable Tourism Stewardship Council, please visit www.stscouncil.org.

The Green Globe program has been associated with the STSC since its inception, beginning with its participation on its initial steering committee almost a decade ago. Major international organizations, including the United Nations Environment Programme, the United Nations Foundation, and the United Nations World Tourism Organization (UNWTO), of which Green Globe International recently announced its affiliate membership, are among the supporters of the STSC initiative.

"Green Globe has been the premier 3rd party certification program for the tourism industry, and as the owner of the brand worldwide, Green Globe International looks forward to participating with the STSC," commented Mr. Cox. "Green Globe International will continue to advocate for the most stringent accreditation process possible in order to maintain the credibility of global tourism certification programs worldwide."

After attending the event in Costa Rica, Mr. Cox traveled to the United States to meet with officers and directors of Green Globe International.

“Management is preparing for what we believe will be the signing of the first initial agreement for Green Globe International’s comprehensive Sustainability and Carbon Neutrality Plans (SCNP) for tourism destinations, and Mr. Cox will play an important role in the strategic planning process,” stated Steven R. Peacock, chief executive officer and managing director of Green Globe International, Inc. “We also expect to meet with additional potential corporate partners who wish to align themselves with the Green Globe brand, and we expect to report any developments that result from these meetings as soon as possible.”

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 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.

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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