



Press Release

Source: Green Globe International, Inc.

Green Globe International, Inc. Announces Extension of Joint Venture with EC3 Global for Benchmarking and Certification Program

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MURRIETA, Calif.--(MARKET WIRE)--Aug. 27, 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 the extension of an initial agreement with Earthcheck Pty Ltd (“EC3 Global”) to collaborate on the expansion of the Green Globe benchmarking and certification program worldwide. Green Globe International and EC3 Global first entered into the agreement, in the form of a Memorandum of Understanding (MOU), in late May 2008.

The MOU expands EC3 Global’s exclusive rights to deliver the Earthcheck technology as the platform for Green Globe benchmarking and certification from Asia Pacific to all territories worldwide. Under the MOU, Green Globe International will receive royalties from EC3 Global for benchmarking and certification applications sold by Green Globe International outside Asia Pacific. In addition, Green Globe International’s bundle of communication services and its Sustainability and Carbon Neutrality Plan will now be available to all Green Globe clients in all countries.

EC3 Global (www.ec3global.com) is a wholly owned subsidiary of Australia’s Sustainable Tourism Cooperative Research Centre (STCRC), the world’s leading scientific institution delivering research to support the sustainability of travel and tourism. As the commercialization company for STCRC’s intellectual property, EC3 Global manages the Green Globe benchmarking and certification program for Green Globe Asia Pacific Pty Ltd, a joint venture established to market the program in the Asia Pacific region.

“Green Globe International is pleased to extend its agreement with EC3 Global regarding the delivery of benchmarking and certification to all Green Globe clients worldwide,” Steven R. Peacock, chief executive officer and managing director of Green Globe International, Inc.

“Benchmarking and certification remains an important element of Green Globe International’s comprehensive Sustainability and Carbon Neutrality Plans (SCNP) for tourism destinations. As we prepare for the signing of the first agreement to deliver such a program to a major tourism destination, we expect that our partnership with EC3 Global will result in the highest level of service for program participants.”

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/>.

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 leading scientific institution delivering research to support the sustainability of travel and tourism. As the commercialization company for STCRC's intellectual property, EC3 Global provides the technology platform for the Green Globe benchmarking and certification program. For additional information on EC3 Global, please visit www.ec3global.com.

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. The worldwide network of Green Globe program participants 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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