



Press Release

Source: Green Globe International, Inc.

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

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MURRIETA, Calif.--(MARKET WIRE)--Jun. 2, 2008--Green Globe International, Inc. (OTC BB: GGLB), which owns the Green Globe brand, the premier international brand for sustainable travel, tourism and related businesses, today announced the signing of an initial agreement with EC3 Global to collaborate on the expansion of the Green Globe benchmarking and certification program worldwide.

EC3 Global ([www.ec3global.com](http://www.ec3global.com)) is a wholly owned subsidiary of Australia's Sustainable Tourism Cooperative Research Centre (STCRC), the world's largest tourism research organization. As the commercialization company for STCRC's intellectual property, EC3 Global manages the Green Globe benchmarking and certification program in destinations around the world.

This initial agreement, in the form of a Memorandum of Understanding (MOU), expands EC3 Global exclusive rights to deliver 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.

Steven R. Peacock, Green Globe International chief executive officer, and Gary Nerison, chairman of the company's Board of Directors traveled to Australia for meetings with management of EC3 Global.

Mr. Peacock commented, "We are pleased to have reached agreement to deliver one standard for benchmarking and certification to all Green Globe clients worldwide. This initial agreement means that Green Globe clients will have one standard approach for comparing sustainability performance data, including energy consumption, water use, waste production and social commitment. EC3 Global possesses years of benchmarking and certification experience, which has resulted in an unparalleled body of data and a quality service.

“EC3 Global’s recently announced agreement with the Novotel brand of Accor hotels demonstrates their effectiveness in delivering the benchmarking and certification program to major players in the travel and tourism industry. In our discussions, we understand that the joint venture with EC3, in which Green Globe International holds an ownership interest, expects to double its client base by the end of fiscal year 2009 and continue to significantly grow in subsequent years,” Mr. Peacock added.

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 benchmarking and certification program based on Agenda 21 principles. It provides a framework for environmental and social performance improvement through independent third party verification.

For more information on Green Globe’s benchmarking and certification please visit <http://www.ec3global.com/products-programs/green-globe/Default.aspx>.

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. The company also holds a majority interest in Global Travel Exchange, Inc., whose Voyager Network travel distribution platform provides a service that enables direct access to reservation systems of major travel suppliers such as airlines, cruise lines, hotels, car rental companies and providers of other travel amenities. For more information, 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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