



Press Release

Source: Green Globe International, Inc.

Ruby Falls Announced as First U.S. Attraction to Join Dual Green Globe/Green Certifications Program

Tennessee attraction makes strong commitment to sustainability and environmental responsibility through internationally accepted certification process

CHATTANOOGA, Tenn. Ruby Falls, a top tourist attraction that has played host to millions of visitors since its first tour in 1930, has been announced as the first U.S. client for the dual Green Globe/Green Certifications program for tourism businesses. The dual certification program is offered by Green Globe International, Inc., worldwide owner of the Green Globe Brand, and Green Certifications, Inc., a leading third party certification based on internationally accepted documentation.

“Ruby Falls has made a strong commitment to sustainability and the preservation of sensitive natural resources by signing on to become certified through the dual Green Globe/Green Certifications program,” stated Guido Bauer, CEO of Green Certifications, Inc. “The attraction and its management should be commended for taking this pro-active step, and we look forward to working with them on the certification process.”

“Chattanooga has a heritage of being the benchmark for other communities in providing a pleasant environment for both visitors and residents,” said Dobbin Callahan with Skye Con, a third party environmental consulting company working with Ruby Falls. “It has been especially satisfying to watch Ruby Falls as it has embraced the city’s commitment to sustainability, making real changes leading to this prestigious and well deserved recognition.”

“Third party certification by a leader like Green Certifications, Inc. is crucial to holding us to a higher standard and keeping us focused on more environmentally sensitive business processes,” stated Hugh Morrow, president of Ruby Falls, LLC. “Since 1928, when Ruby Falls recycled the limestone excavated from the cave to build the Ruby Falls building, until today as we focus on renewable energy, reductions in emissions, lowering our waste and continuing land conservation, Ruby Falls is committed to another 80 years of offering one of the most unique natural attractions in the world.”

Green Globe International and Green Certifications, Inc. have established a co-branding relationship under which they deliver a dual certification to identify compliance with internationally accepted green, sustainability standards to tourism properties and businesses.

Under the program, Green Certifications has initiated sales and marketing efforts in North, Central and South America, the Caribbean, and Europe, the first regions targeted under the partnership.

Ruby Falls is America's deepest commercial cave and largest underground waterfall open for public viewing. It features a 145-foot waterfall located 1,120 feet beneath the surface of Lookout Mountain, near Chattanooga, Tennessee. The attraction has been named as a "Top 7 United States Natural Wonder," on a list that includes Yosemite, Niagara Falls, Grand Canyon and Sequoia National Forest, as well as on a list of "Top Ten Hidden U.S. Treasures." More information on Ruby Falls can be found at www.rubyfalls.com.

The Green Globe brand and program trace their roots back to the United Nations Rio de Janeiro Earth Summit in 1992, where 182 Heads of State endorsed the Agenda 21 principles of Sustainable Development.

Green Globe International, an affiliate member of the United Nations World Tourism Organization (UNWTO), has endorsed the efforts of the United Nations Foundation, Rainforest Alliance, the United Nations Environment Programme (UNEP) and the UNWTO in launching the Global Sustainable Tourism Criteria (GSTC).

About Green Certifications, Inc.

Green Certifications, Inc. (www.greencertifications.com) owns **Green Hotel Certification**, a leading third party certification based on internationally accepted documentation. The seal is an independent recognition of sustainability efforts. Environmental and cultural levels as well as Corporate Social Responsibilities are benchmarked against the highest worldwide principles. Its object is to introduce and strengthen sustainability and social practices at all levels of management in the hospitality industry. The **Green Hotel Certification** seal also provides a distinguished promotional tool to reach a growing environmentally-aware global consumer market. **Green Hotel Certification** offers a completely paperless certification process which guarantees an efficient process. Through this system, properties are updated on a constant basis to ensure highest international standards. Its dedicated auditors work on-site, performing evaluation, implementation, solution-finding and training throughout. More information on Green Hotel Certification can be found at www.greenhotelcertification.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. Green Globe's worldwide network extends across nearly 50 countries. Green Globe International has been admitted as an affiliate member of the United Nations World Tourism Organization. The World Travel & Tourism Council (WTTC), the business leaders' forum for the travel and tourism industry, is a 5% common stock owner of Green Globe International. For more information on Green Globe International, please visit www.greenglobeint.com.

###

Contacts:

For Ruby Falls

Meagan Jolley

706-820-2531 x213

meagan@rockruby.com

www.rubyfalls.com

For Green Globe International, Inc.

A. Beyer

951-677-8073

investors@greenglobeint.com

www.greenglobeint.com

For Green Certifications, Inc.

Guido Bauer

310-929-7460

contact@greencertifications.com

www.greencertifications.com