



ALL SYSTEMS GO FOR GLOBAL LAUNCH OF .travel INTERNET DOMAIN

Limited Launch Foretells Resounding Success

LONDON – (November 14, 2005) – In one of the travel and tourism industry’s most defining moments and before a packed auditorium of travel leaders at World Travel Market, Ron Andruff, President and Chief Executive Officer of Tralliance Corporation, The **.travel** Registry, announced “all systems go” for the January global launch of the **.travel** Internet domain.

“Since October 3, travel entities who were authenticated have registered their Internet domains with **.travel** in surprising numbers as part of the Limited Launch phase,” said Andruff. The 90-day Limited Launch phase will continue through December 26 to confirm and demonstrate that all **.travel** systems are operating and functioning as planned.

“While Tralliance takes a very long-term view, understanding that this will be a migration over time, we are now at the halfway point in this part of the process. We are not only pleased by the strong level of interest, but are delighted to report that the number of actual participants to date exceeds our initial goal,” said Andruff. “We have received immense support from industry associations around the world, and to those associations and individual registrants we are happy to report that all processes are running smoothly and our system is well equipped for the official January launch.”

The limited launch phase precedes the official launch of **.travel** and is a requirement of the Internet Corporation for Assigned Names and Numbers (ICANN), an internationally organized, non-profit corporation that maintains oversight responsibility for the Domain Name System on the Internet.

“The accomplishments we have made during the last six weeks, while remarkable, will pale in comparison to the influential role **.travel** will play over

time as a key influencer of consumer travel behavior,” said Andruff. “This milestone is truly a defining moment in the history of the travel industry.”

According to Andruff the current list of registrants represent all components of the travel industry, from privately held travel service providers to large travel conglomerates to entire nations.

“While I am thrilled to announce the resounding success of **.travel** on behalf of Tralliance, we cannot underscore enough that this is an accomplishment to be savored by the entire industry. Travel industry organizations around the world have embraced the new domain and continue to work tirelessly to help us ensure that the whole world is moving to **.travel**,” he said.

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About Tralliance Corporation

Tralliance Corporation is a wholly-owned subsidiary of theglobe.com (otcbb: tglo) that, as the **.travel** Registry, develops products and services to promote the efficiencies and convenience of e-commerce for travel and tourism companies on the Internet. Designed to serve the global travel and tourism community, the major aims of the **.travel** sponsored Top Level Domain (sTLD) are improved Internet identity, creation of advanced distribution channels, and the establishment of a strong trust factor between the industry and its customers. For more information visit www.tralliance.travel

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