



**CHAMBER OF TOURISM ALL-CHINA FEDERATION OF INDUSTRY  
COMMERCE, TRALLIANCE CORPORATION TO EXPAND CHINESE  
TOURISM PRESENCE ON THE INTERNET**

***.travel Internet Domain will serve as springboard to ignite Chinese tourism***

**BEIJING, China – (October 29, 2005)** – The Chamber of Tourism All-China Federation of Industry Commerce (COTAFIC) and Tralliance Corporation, the global Registry for **.travel**, today announced at the International Hotel & Restaurant Association's 42<sup>nd</sup> Annual Conference that the COTAFIC will serve as a **.travel** authenticator, a relationship that will accelerate the marketing of Chinese tourist assets to travel consumers.

The COTAFIC is a nationwide organization in the People's Republic of China (also covering the Hong Kong and Macau Special Administrative Regions) initiated and formed by the private tourist sector comprising airlines, chain hotels, prominent tourist locations, souvenir manufacturers and noteworthy travel agencies.

“The COTAFIC's role as an authenticator for **.travel** will be an important step in the worldwide marketing of China tourism,” said Ron Andruff, President and Chief Executive Officer, Tralliance Corporation, New York. “China's tourism industry, in the next two decades, is poised to experience unparalleled growth. The combination of pent-up demand to experience China, the eagerness of the Chinese tourism industry to host visitors from other countries and its new tourism infrastructure capable of accommodating large numbers of foreign visitors, position China as one of the world's great new destinations. By capitalizing on new technology, like **.travel**, Chinese tourism marketers can bypass the traditional, costly marketing steps previously necessary to build a visitor audience.”

The COTAFIC and Tralliance Corporation will work together to communicate information about authentication and registration of **.travel** domain names, as well as how to establish product and service profiles for placement in the **.travel** Directory. The authentication process is the obligatory first step to obtain **.travel** Internet domains.

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“For many Chinese tourism marketers, this will be one of their first forays into marketing to other cultures. Because of the global ‘leveling’ effect of **.travel**, Chinese marketers of destinations can market their tourism assets on the Internet and, within a very short period, reach a significantly large audience and command the same attention as more well known places and experiences in other parts of the world,” said Madame Wang Ping, COTAFIC chairwoman. Madame Wang indicated that the **.travel** Registry will be assisting the COTAFIC with communications to Chinese tourism marketers to clarify both the opportunity represented by **.travel** and the requirements to register **.travel** domain names.

The COTAFIC, using their already established channels of communication within The Republic of China will also help to proliferate the awareness of the process of application and registration of so-called **.travel** Place Names (country; cities; town; historic, heritage and sacred sites, national parks and preserves) in an effort to assist the National Tourism Organization of China with regard to the Nations’ Priority Right, according to Andruff.

The **.travel** Internet domain is currently in the limited launch phase, as required by the Internet Corporation for Assigned Names and Numbers (ICANN), the international non-profit body that maintains oversight responsibility for the Internet. The limited launch phase will conclude just prior to **.travel**’s official launch in January 2006.

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**About Tralliance Corporation**, [www.tralliance.travel](http://www.tralliance.travel)

*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.*

**About the Chamber of Tourism (COTAFIC)**

*COTAFIC was formally founded on 27 December 2002, and is affiliated with the All-China Federation of Industry Commerce.*

*The goals of COTAFIC are to build a network of non-state-owned tourism companies, to invigorate tourist resources, assist small- and medium-sized companies to build their businesses and improve Chinese tourist enterprises’ services.*

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**Safe Harbor**

*This press release includes forward-looking statements related to theglobe.com, inc. that involve risks and uncertainties, including, but not limited to, risks and uncertainties relating to integration of newly acquired businesses and assets, product delivery, product launch dates, risks relating to the Internet, development and protection of technology, the availability of financing or other capital to fund its plans and operations, the management of growth, market acceptance of our products, our ability to compete successfully against established competitors with greater resources, the uncertainty of future governmental regulation (particularly as it pertains to the Internet), pending litigation and other risks. These forward-looking statements are made in reliance on the "Safe Harbor" provisions of the Private Securities Litigation Reform Act of 1995. For further information about these and other factors that could affect theglobe.com's future results and business plans, please see the Company's filings with the Securities and Exchange Commission, including in particular our Annual Report on Form 10-KSB for the year ended December 31, 2004 and our quarterly report on Form 10-Q for the fiscal quarter ended June 30, 2005. Copies of these filings are available online at <http://www.sec.gov>: <<http://www.sec.gov>> . Prospective investors are cautioned that forward-looking statements are not guarantees of performance. Actual results may differ materially and adversely from management expectations..*

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