
MEMORANDUM

TO: TRAVEL & TOURISM INDUSTRY MEMBERS
FROM: RONALD N. ANDRUFF, PRESIDENT, TRALLIANCE CORPORATION
SUBJECT: FEBRUARY 2005 “.TRAVEL” UPDATE
DATE: MARCH 7TH, 2005

The Tralliance February Update focuses on the following five areas:

Tralliance CEO Attends United Federation of Travel Agent Associations (“UFTAA”) Board of Director’s Meeting, Monte Carlo, Monaco, 4-5 February 2005

At the invitation of UFTAA Chairman, Udaya Nanyakkara, Tralliance CEO, Ron Andruff made a presentation to the UFTAA Board of Directors at their meeting in Monaco. The two day visit afforded the Board members an opportunity to learn firsthand about the **.travel** initiative and to set a strategy that will ensure their rank and file membership have immediate access to their selected names when the Start Up period begins in the coming months. Taking the first step, the UFTAA Board is undertaking to have their entire 70 travel agent association members join The Travel Partnership Corporation. The addition of these new members will bring the TTPC charter membership to 101 associations.

Tralliance looks forward to working closely with UFTAA and its national travel agent association membership to improve their Internet presence over the months and years to come.

We would like to thank Chairman Udaya Nanyakkara, Mr. Birger Backman, Senior Advisor to UFTAA and TTPC Board Member, and Secretariat, Ms. Nicoll Chome, for the invitation to attend their meeting and for their dedicated contribution to the **.travel** initiative.

Tralliance CEO Attends Hotel Association of Canada 2005 National Conference & Trade Show, Toronto, Canada, 15-16 December 2004

At the invitation of its president, Tony Pollard, Ron Andruff attended the HAC 2005 National Conference for the second time. Held in conjunction with HAC 2005, the Canadian Chapter of Hospitality Sales and Marketing Association International (HSMIAI) also held a full-day conference, at which Mr. Andruff was the luncheon Keynote Speaker. Addressing the marketing leadership of the Canadian hotel industry, Mr. Andruff’s remarks focused on the fact that while US\$150 billion will be

spent in online travel transactions in 2005, only a handful of companies will share those revenues. **.travel** is designed to not only significantly increase online transactions but to distribute those revenues across the broad spectrum of travel and tourism entities through matching buyers to sellers via the **.travel** Directory.

Mr. Andruff also briefed the HAC Board of Directors on the pre-authentication/pre-registration process that will be forthcoming in the months ahead, and fielded questions in an informal setting. On the trade show floor Byron Henderson, Tralliance Advisor Registry Policy, and Thomas Barrett, president & CEO of Encirca, a registrar with expertise in sTLDs, manned a stand explaining the process in more detail to HAC members.

HAC's support of the **.travel** initiative has been unparalleled, and their industry leadership is exemplary. Tralliance would like to thank Mr. Pollard and his team for staging yet another excellent conference.

Tralliance CEO Attends United Motorcoach Association *Motorcoach Expo 2005* Las Vegas, USA, 22-26 December 2004

UMA president and CEO, Victor Parra, invited Ron Andruff to attend Motorcoach Expo 2005 to further the **.travel** dialogue with his association. Attending for the first time, Mr. Andruff was on hand to witness a record Expo attendance with UMA hosting over 1300 delegates for the 3-day conference and show, demonstrating their keen association involvement. Mr. Andruff was a featured speaker at the association's Operator Luncheon for some 600 members and took the opportunity to explain how **.travel** will significantly enhance each operator's Internet presence through providing an additional distribution channel.

Tralliance would like to thank Mr. Parra and his team for the invitation to address his membership and congratulate all of them on the great success of Expo 2005!

Tralliance CEO Attends International Motorcoach Group (IMG) Maintenance & Safety Forum 2005 Las Vegas, USA, 20-22 February 2004

At the request of president and CEO, Steve Klika, Ron Andruff made a presentation at this year's gathering of IMG marketing executives detailing the current status of **.travel** and the coming rollout plan. In his remarks, Mr. Andruff noted that many TTPC member associations had now completed the authentication training seminars that Tralliance has been offering TTPC members. He also noted that the company intends to begin the Start Up phase approximately 60-days after contract signing with ICANN.

IMG, like other coach sector members, United Motorcoach Association (UMA) and the American Bus Association (ABA), has been a charter member of TTPC and a strong supporter of the initiative from the outset. Tralliance would like to take this opportunity to thank Steve Klika for his demonstrated leadership at IMG, and in particular for his on-going promotion of **.travel**.

ICANN Update

Tralliance / ICANN negotiations are continuing, and progressing satisfactorily.

~ END ~