

THE .travel MONGOL RALLY

.travel SPONSORS ULTIMATE TRAVEL ADVENTURE – THE MONGOL RALLY
*In the name of charity hundreds of travelers will embark on an 8,000-mile trek
from London to Mongolia*

LONDON (July 18, 2006) – Two great proponents of exploration, innovation and adventure, **.travel**, the top-level Internet domain created exclusively for the travel and tourism industry, and the Institute for Adventure Research, have teamed up to bring travelers the Mongol Rally - an 8,000-mile charity trek from London to Mongolia.

On July 22, hundreds of compact one-liter engine or less, and entirely unsuitable cars will converge at London's Hyde Park for the start of the third annual Mongol Rally. Taking on some of the world's toughest terrains, 200 teams will set out on the tremendous three to five week journey through two continents, more than 20 countries, seven mountain ranges and three deserts in an attempt to cross the finish line. Best of all, casual observers experience the adventure vicariously, by tracking cars and following the progress of the teams from the **.travel** website at www.travel.travel (click on Mongol Rally.)

"We are proud to be the first-ever title sponsor for this amazing event and worthwhile cause," expressed Ron Andruff, president of Tralliance, the **.travel** Registry. "As part of an initiative that promotes a new age of travel and whose goal is to bring together the global travel community, we believe **.travel** provides the perfect ally for the Mongol Rally."

An adventure quite unlike any other, the Mongol Rally has grown significantly over the past two years. Established in 2004 with six teams, the rally has increased to include 200 teams for 2006. This year, three U.S. teams will participate in the rally and one solo entrant will make the journey on a Honda C90 motorcycle. Entrants vary greatly in age, between 18-59, but all share a common thirst for adventure and seek something more than the average vacation travel experience.

"This is by far one of the most interesting ways one can travel," said Andruff. "The great part of the adventure is the opportunity it presents for each traveler to connect with the people and the communities through which they travel."

It is no easy task. Last year, 43 cars participated and just 14 managed to get their battered vehicles across the finish line at Ulaanbaatar in Mongolia. While there is no specific route, drivers must cross a number of prearranged checkpoints and will travel through very remote areas with no support system en route. Problems they may face include exploding gear-boxes and snapped chassis, getting lost hundreds of miles from civilization and lack of roads, river crossings and extreme weather (temperatures ranging from close to freezing to more than 120 degrees fahrenheit).

"The idea is, you have to try and complete the journey in a car most people wouldn't trust to get them to the local store," explained Tom Morgan, Mongol Rally inventor and organizer. "While the rally is incredible fun in it's own right, it's also great to be raising money for some very good causes,"

This year the Mongol Rally is raising money for the African charity "Send a Cow" and four Mongolian Charities that include helping street children living in the capital city, rural herding families, micro-economic programs and wildlife conservation. The event looks to raise nearly \$500,000 this year, with each entrant required to raise a minimum of about \$1,800. At the end of the route any car that survives the difficult and long journey will be sold in Mongolia to raise further funds for the charities.

The selected charities for the Mongol Rally are:

- Mercy Corps - <http://www.mercycorps.org/countries/mongolia>
- Wild Cru - <http://www.wildcru.org/links/mongolia/mongolia.htm>
- CAMDA - <http://www.camda.org.uk/>
- CNCF - <http://www.cncf.org/>
- Send a Cow – <http://www.sendacow.org.uk>

Throughout the race, teams will be uploading photos, video and personal accounts of their unique experiences as they cross the globe. To observe from afar, visit www.travel.travel and click on the Mongol Rally icon.

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About .travel

Established to lift the tourism industry out of the anonymity of the ".com" web, **.travel** empowers the broad spectrum of bona fide travel-related businesses and organizations to better promote their products and services within their own industry specific space on the Internet. The **.travel** domain serves the travel community as a whole by matching buyers to sellers in the most efficient manner available on the Internet today and providing consumers with a more effective means of locating pertinent travel information from businesses, organizations and individuals online. Tralliance, the **.travel** Registry, is a leader in promoting corporate responsibility within the global travel community. For more information visit www.tralliance.travel or www.travel.travel.

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, or www.travel.travel.

Tralliance Corporation, the **.travel** Registry, has identified Just a Drop as the official charity of the industry-exclusive, top-level Internet domain. With over four million children under the age of five dying each year due to water-borne diseases, Just a Drop, a global travel and tourism industry charity, has dedicated itself to providing clean water to children around the world, thereby offering each child the most basic human right, to live. As part of its joint commitment to this important endeavor, the **.travel** Registry donates one U.S. dollar for every registered domain name and challenges all domain holders to match the company's contributions. Tralliance's dedication to this effort has resulted in the largest funding pledge for the charity in its eight-year history, which Just a Drop trustees predict will double or even triple the amount of charitable work the organization carries throughout the world. For further information on Just a Drop, visit www.justadrop.org

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