

## **FIRST .travel DOMAIN NAMES WILL BE ISSUED ON OCTOBER 3;**

### **.travel Internet Domain Readies for Limited Launch**

**KUALA LAMPUR, Malaysia– (September 29, 2005)** – An important travel industry benchmark, the limited launch of the **.travel** Internet domain, is set for Monday, October 3, according to Ron Andruff, President and Chief Executive Officer, Tralliance Corporation, New York. The limited launch of **.travel** precedes the official launch, which is planned for January 2006.

“The limited launch is a significant step in the creation of an industry-wide infrastructure that will empower the broad spectrum of the industry – from the smallest to the largest players – to promote their products and services within a universal framework on the Internet,” said Andruff, at a press conference at the 2005 PATA Travel Mart. “The limited launch will serve as a preview of the influential role **.travel** can be expected to play as a key influencer of future travel consumer behavior.”

The debut of **.travel** web addresses on the Internet by thousands of pre-authenticated industry leaders will mark a defining moment in the history of the travel industry.

The limited launch will be conducted for ninety days to confirm and demonstrate that all **.travel** systems are operating and functioning as planned. The limited launch phase 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 Internet.

Since July 1, 2005 **.travel** pre-authentication has been taking place through more than 30 leading travel trade associations around the world, and more recently through Dun & Bradstreet (D&B).

“The response to **.travel** continues to increase in volume and enthusiasm,” Andruff said “Thousands of **.travel** registrants, representing virtually all components of the travel industry, from entire nations to individually-owned travel service providers, have already been authenticated and will be able to apply for their **.travel** domain names as of October 3.”

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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.*

**Safe Harbor**

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