



## Demand for .travel Domain Names on the Rise

-- Hotline Established as Place Name Priority Rights Deadline Nears --

**FORT LAUDERDALE, Fla. (November 28, 2006)** – With little more than 30 days remaining until the expiration of .travel Place Name Priority Rights, Tralliance Corporation, the .travel Registry, reports a surge in domain name requests and has established a hotline for potential registrants to expedite the domain name application process.

Tralliance reports growth in the number of .travel domain names has increased by 30 percent month over month since the official launch of [www.search.travel](http://www.search.travel), the online research tool that benefits both domain holders and consumers around the world. Anticipating an even busier year-end rush, company officials have expanded their customer service team and activated exclusive e-mail and telephone systems to speed the Place Name authentication and registration process.

Customers wishing to apply for .travel domain place names, which include cities, states and landmarks, can now call **001-954-769-5999** or e-mail [PlaceNames@travel.travel](mailto:PlaceNames@travel.travel) for special assistance to expedite the application process.

According to Tralliance CEO Edward Cespedes, “With the end of the year just on the horizon, our goal is to make the simple process of applying for a .travel Place Name even faster and easier during the busy holiday season.”

Under an agreement with the United Nations World Tourism Organization (UNWTO) last year, Tralliance extended Place Name Priority Rights through December 31, 2006, to encourage nations of the world to protect their natural, historical and cultural tourism assets by registering the .travel domain names of cities, towns, heritage sites, sacred sites, national parks and other landmarks.

Further fueling the momentum of the .travel Place Name Priority Right initiative are the large-scale efforts on behalf of countries like China, Africa, Canada and Egypt, which have developed nationally focused .travel portals.

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### About Tralliance Corporation

Tralliance Corporation is a wholly-owned subsidiary of [theglobe.com](http://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](http://www.tralliance.travel), or [www.travel.travel](http://www.travel.travel).

### **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-K for the year ended December 31, 2005 and our Quarterly Report on Form 10-Q for the quarter ended June 30, 2006. Copies of these filings are available online at <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.