



Editor's note: For clarity, references to ".travel" domain name are also denoted by "dot travel."

***TRALLIANCE CORPORATION CONFIRMED BY ICANN TO SERVE AS
WORLDWIDE REGISTRAR FOR NEW .travel INTERNET DOMAIN***

NEW DELHI, India – (April 9, 2005) – Tralliance Corporation, New York, has been confirmed by the Internet Corporation for Assigned Names and Numbers (ICANN), to serve as the registry for the new **.travel** (dot travel) sponsored top level Internet domain name that will be exclusive to the travel industry.

The designation of Tralliance Corporation to administer the registry for **.travel** concludes a four year process. Tralliance Corporation will oversee policies and procedures for authentication, registration and administrative support services, worldwide, for the new top level travel domain.

“We anticipate enormous interest and participation by both the global travel and tourism industry and consumers in **.travel**. This is evidenced by consumer spending on travel, currently at over 28% of all online purchases which continues to spiral upward,” said Tralliance Corporation President and Chief Executive Ronald N. Andruff. “The **.travel** domain will strengthen consumer confidence in their travel purchases and provide a new, distinct, distribution channel for travel suppliers and sellers who cater to the traveling consumer.”

The **.travel** domain registration program will be overseen by Tralliance, in conjunction with the sponsor, The Travel Partnership Corporation (TTPC), a non-profit corporation that will assist in policy development. TTPC has more than 100 international travel trade associations already committed to participate, on behalf of their members, in the new domain.

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Expected to launch in late 2005, the full introduction of **.travel** will be preceded by a start up period for limited registration of pre-authenticated **.travel** registrants.

The **.travel** domain will allow the travel industry – which includes, among others, cruise lines, transportation services, tour packagers, travel agents, hotels, resorts and destinations – to substantially improve their Internet visibility, communications and transactional capability with travel consumers by lifting their companies out of the anonymity of a .com Web.

For consumers, the new **.travel** directory will efficiently match buyers to a broader range of sellers by delivering more precise results to their online travel queries, resulting in increased purchasing from travel suppliers.

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More information:

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About ICANN

ICANN, established by the U.S. Department of Commerce in 1998, is responsible for centralizing technical coordination functions of the Internet. ICANN is a non-profit organization that manages and coordinates the domain name system to ensure that it continues to function effectively.

A private-public partnership, ICANN is dedicated to preserving the operational stability of the Internet; to promoting competition; to achieving broad representation of global Internet communities; and to developing policy appropriate to its mission through bottom-up, consensus-based processes. ICANN, a public benefit, non-profit entity, is the international organization responsible for the management and oversight of the coordination of the Internet domain name system. www.icann.org

About Tralliance Corporation

Tralliance Corporation is a privately held New York corporation that, as the **.travel** registry, develops products and services to enhance online commerce between consumers and the travel and tourism industries.

Designed to serve the global travel and tourism community, the major aims of the **.travel** sponsored Top Level Domain (sTLD) are improved Internet identity, increased adoption of online technology and enhanced linkages between the industry and its customers. www.tralliance.info

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