

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

UNWTO AND TRALLIANCE CORPORATION AGREE TO .travel PLACE NAME PRIORITY RIGHT EXTENSION THROUGH 2006

OTTAWA, ONTARIO, CANADA – (May 17, 2006) – Tralliance Corporation, the **.travel** Registry, today announced an agreement with the UNWTO to continue the extension of the **.travel** Place Name Priority Right through December 31, 2006. The announcement took place during Online Revealed Canada, the first online travel conference in Canada hosted by the Canadian Tourism Commission, and demonstrates the full endorsement of The United Nations World Tourism Organization (UNWTO) for this global initiative.

Governments have already been given the sole right to their specific country names in the **.travel** industry-specific Internet space. However, Place Names, which are defined as cities, towns, heritage sites, sacred sites, national parks, etc., must be claimed and registered by their respective government authorities, according to Ron Andruff, president and CEO of Tralliance Corporation, the **.travel** Registry. The company had previously extended the deadline through April 30, 2006.

“We fully support this deadline extension through the end of the year, but believe that governments should act quickly and responsibly to protect the names of their national treasures in the **.travel** Internet space,” said UNWTO Deputy Secretary General Dr. Taleb Rifai. “Based on feedback from our members, some nations of the world are just beginning to understand the potential power of **.travel** and we believe that Tralliance Corporation is aiding the entire global travel industry by extending this deadline,” said Rifai.

“The UNWTO continues to serve in a leadership role to alert nations about the importance and need to protect the names of individual nations’ most recognized tourism assets on the **.travel** domain,” said Andruff. “It is important that each individual tourism entity place name be secured by their nations so that travelers – today and into the future – will be assured that what they find on a **.travel** web site is exactly what they are seeking,” Andruff said.

Tourism entities are strongly encouraged to visit www.travel.travel (Place Names Advisory) for information on how to complete the application process. As of the official **.travel** launch in January, tens of thousands of industry-exclusive domain names had been registered. At the same time, Tralliance unveiled the new **.travel** Directory (www.directory.travel) in development mode, as a free service for consumers and the travel trade seeking information online. Providing a precise catalog of virtually every product or service offered by **.travel** registrants, the **.travel** Directory is an unbiased search tool that distributes company, product and service information corresponding to each query, enabling users to expeditiously find exactly what they are looking for. The **.travel** Directory is currently available in ten languages with many more to come.

“Tourism leaders now have a better understanding of the Directory, and as more and more large tourism entities are actively using their **.travel** domains in large-scale marketing efforts, nations that have not registered are telling us that the additional time is critical,” said Andruff. “We believe the extension is in the best interest of the global tourism industry and the leadership of the UNWTO agrees.”

Travel industry associations have been encouraging widely-visited tourism and travel centers to properly register **.travel** names so that the sites and destinations are properly represented in the consumer **.travel** Directory. “We continue to rely on these partners to help engage their membership, but it is also important that nations and their governments act quickly to preserve their tourism assets as well,” Andruff said.

Canada.travel Initiative Inspires Other Nations

The decision to extend the Place Name Priority Right was fueled, in part, by the Canadian Travel Commission’s bold Canada.travel nationally focused travel portal initiative, a critical component of the *Canada Keep Exploring* brand campaign.

According to Michele McKenzie, president and CEO of the Canadian Tourism Commission, “Thanks to the support of the Tourism Industry Association of Canada (TIAC), the Association of Canadian Travel Agencies (ACTA), the Hotel Association of Canada (HAC), and many others that are consolidating our Canadian tourism assets under the Canada.travel domain, consumers will find it easier to find what they are looking for when exploring Canada online, instead of sifting through thousands of unrelated internet pages.”

An early supporter of the **.travel** concept, Canada was the first nation to ensure the protection of all Canadian place names and encourage Canadian travel destinations to secure their rightful names in the **.travel** Internet space. “The CTC understands the intrinsic value of the industry domain and sets itself apart from the rest as a global innovator by setting the pace for **.travel’s** strategic utilization,” said Andruff.

“Other nations are looking to adopt a similar template to the Canada.travel portal for protecting their own tourism assets,” said Rafai. “Extending the Place Name Priority Right affords other countries the opportunity to replicate the process and streamline their own country's online travel information and communications systems.”

“By consolidating our tourism assets under one, easy-to-find location, information is more accessible to travelers looking to explore all that Canada has to offer as a vacation destination,” says Jens Thraenhart, executive director, e-marketing for the CTC. “Our view is that you will be able to type any destination or Canadian tourism asset into a browser and by typing **.travel** behind it be taken to a web site that holds exactly the travel information you are seeking.”

“Canada has set the example for other countries seeking to expand and organize their tourism and travel sectors. What Canada is doing is a perfect example of how a nation can realize the value and potential of **.travel**,” says Andruff. “The global travel and tourism industry is following the CTC’s lead in embracing the **.travel** initiative, particularly as they hear that we have given nations additional time to develop meaningful marketing programs and secure the appropriate domain names.”

#

Contacts:

Jeanette Chin, YPB&R Public Relations, 407-963-5139, jeanette_chin@ypbr.com
Noel Perkins, YPB&R Public Relations, 407-838-1797, noel_perkins@ypbr.com

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.

About The World Tourism Organization

The World Tourism Organization (UNWTO/OMT), a specialized agency of the United Nations, is the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and practical source of tourism know-how.

With its headquarters in Madrid, Spain, the UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with the aim of contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms. In pursuing this aim, the Organization pays particular attention to the interests of developing countries in the field of tourism.

The UNWTO plays a catalytic role in promoting technology transfers and international cooperation, in stimulating and developing public-private sector partnerships and in encouraging the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

In 2005, the UNWTO's membership is comprised of 145 countries, seven territories and more than 300 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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. 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.