



THE TRAVEL PARTNERSHIP CORPORATION HOSTS BOARD OF DIRECTORS MEETING IN LONDON

FORT LAUDERDALE, FL – NOVEMBER 14, 2008- The Travel Partnership Corporation gathered its Board of Directors in London earlier this week. With the overriding goal to promote the top level domain .travel, The Travel Partnership Corporation and its Board meets twice yearly to discuss the state of .travel. At this meeting, the Board was addressed by Edward A. Cespedes, CEO of Tralliance and .travel, who reported significant progress with the .travel domain name and its effects on the global travel industry.

In conjunction with the World Travel Market in London, The Travel Partnership Corporation and its Board discussed various topics including .travel's role in the travel community worldwide, further adoption of .travel names by various key industry players, and how .travel will participate and compete in the future of the Internet with new top level domains (tlds) launching shortly.

Cespedes presented a report summarizing .travel's current opportunities, those of which are heavily based on sales, new marketing initiatives, and competitive strategies given the changing atmosphere of the Internet and the travel industry's presence on the web. Additionally, Cespedes stressed that .travel is playing an important role in assisting travel organizations market themselves internationally with a clear message and improved search engine results.

"We are witnessing noteworthy search engine performance because the .travel extension requires relevant content. Because of these findings and other added marketing benefits, more registrations are added year after year," noted Cespedes. "A large percentage of already existing .travel names are renewed each year."

The Travel Partnership Corporation's next meeting is scheduled to take place in Berlin during the ITB event in March 2009.

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About Tralliance

Tralliance, 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.travel.travel.