



TRALLIANCE CORPORATION AND .TRAVEL ANNOUNCED AS EXCLUSIVE SPONSOR OF ETOA'S ANNUAL WORKSHOP IN LONDON

FORT LAUDERDALE, FL-October 20, 2008- Tralliance Corporation and **.travel** announced as the first exclusive sponsor of the European Tour Operators Association's (ETOA) annual workshop taking place November 7, 2008 in London. Drawing several hundred top executives, high-level consultants, and media in the travel industry, the ETOA's Global European Marketplace (GEM) and annual workshop is hailed as the best contracting and networking event in the travel industry calendar.

Invited to speak by Tom Jenkins, the Executive Director of ETOA, President and CEO of Tralliance Corporation and **.travel**, Edward A. Cespedes, will address the attendees with an update on **.travel**, its global presence, and new initiatives.

"ETOA and its members have been great supporters of **.travel**," stated Cespedes, "It is our hope to continue the heightened awareness and usage of **.travel** through our efforts worldwide. I am honored to participate in this event and share in its success."

Approximately twenty years after its founding, ETOA has grown to over four hundred member organizations that represent seven billion dollars of spending on accommodation and travel service annually.

When asked about **.travel**'s involvement at this year's ETOA workshop, Jenkins stated, "Travel is the world's largest industry. And, Europe remains the largest destination and origin market for tourism. It is vital that intermediaries and suppliers work together at times of stress. It is only by meeting that we can devise the new products that the changing marketplace demands. Never has the marketplace been so volatile; never has this need been so explicit. ETOA is delighted that the **.travel** TLD has joined with the Association to promote Europe. ETOA is sure that this is a timely start of a significant partnership."

ETOA's annual workshop takes place immediately before World Travel Market (WTM). In conjunction with its partnership with ETOA, **.travel** will also participate at WTM November 10-13, 2008.

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About Tralliance Corporation

Tralliance Corporation, 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.

About ETOA

Since its foundation in 1989, ETOA has grown exponentially to include over 400 member organisations, of which more than a hundred are Tour Operators. Collectively, ETOA represents over €7 billion spending on accommodation and travel services annually.

ETOA provides representation at the European government level for companies involved in bringing tourists to Europe. The Association promotes greater awareness of the benefits provided by the group travel industry in Europe - particularly increased income and employment. ETOA also influences European tourism policy and legislation.

Areas of specific activity include:

- Promoting Europe as a tourism destination
- Establishing codes of conduct and guidelines for its members
- Establishing commercial opportunities between buyers and sellers
- Working with other travel & tourism associations to raise the industry's profile