



TRALLIANCE AND WORLD TOURISM ORGANIZATION URGE NATIONS TO CLAIM PLACE NAMES FOR .travel REGISTRY

Pending December 31 Deadline for Nations Priority Rights
Takes Center Stage at World Travel Market

LONDON – (November 14, 2005) – Dr. Dawid de Villiers, deputy secretary general of the World Travel Organization, along with Ron Andruff, president and CEO of Tralliance Corporation, The **.travel** Registry, today urged tourism leaders attending the World Travel Market to protect their nation's names and places on the new **.travel** Internet domain before the critical December 31, 2005 deadline.

The World Travel Organization and UN members have played a direct role to ensure that nations will always have the sole right to their country names. "But this is not the case for place names, such as cities, towns, heritage sites, national parks and preserves," said Andruff, before a crowd of hundreds of industry leaders attending the London travel exhibition. "On December 31, 2005 place names that have not been reserved will be returned to the general pool and can be claimed by other travel entities sharing those names."

The World Travel Organization, along with a consortium of travel industry bodies representing a broad cross-section of the industry, has been communicating with members and disseminating news about the priority rights since phase one of the project began in July of 2005.

De Villiers underscored that nations should act immediately to preserve their place names. "The new **.travel** Internet domain will change the way business is conducted across the entire travel and tourism industry," he said. "We have worked diligently to communicate the critical nature of the place names deadline to our members, but the time to act is now."

"The **.travel** domain will help fuel consumer confidence and exponentially increase on-line travel purchasing. Nations now have a standard process for protecting

their place names and each nation has a responsibility to help our industry put an end to cyber-squatting and identity infringement,” de Villiers said.

From October 1 to December 31, 2005, each government authority for every place on the complete Place Names reserved list (accessed by visiting www.tralliance.travel) must send a letter on their letterhead to Tralliance Corporation to apply for the **.travel** Internet domain names they would like to claim.

Letters are kindly requested in English and should be sent to:

**Manager - Administration
Tralliance Corporation
220 Fifth Avenue, 20th floor
New York, NY 10001
United States**

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Media Contacts:

Noel Perkins, YPB&R Public Relations, 1-407-838-1797, noel_perkins@ypbr.com
Louise Findlay-Wilson, Energy PR, 011-44-1993-823011, louise@energypr.co.uk

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

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