



Tralliance Corporation, the **.travel** Registry, Announces New Corporate Website

FORT LAUDERDALE, Fla. (**July 26, 2006**) -- Travel and tourism businesses can find all the information they need to acquire **.travel** domain names quickly and effortlessly on the newly redesigned www.travel.travel website.

“With more and more travel entities requesting **.travel** domain names, we had a need to expedite the process, and one way to do that was to improve our web presence and online tools,” says Edward A. Cespedes, CEO of Tralliance Corporation, the **.travel** Registry. “The new website makes it simpler for our travel partners to find the information they need to complete the authentication and registration processes and to secure **.travel** domain names.”

Redesigned to promote ease and efficiency, www.travel.travel now boasts clearer access points with highly visible page links, faster navigation tools and more direct hyperlinks to relevant **.travel** partner web pages and information. Travel entities visiting the site are now just a click away from pertinent **.travel** information and resources, including authentication and registration procedures, frequently asked questions, important policies and the WhoIs database, allowing new registrants to review **.travel** names already in use.

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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.travel.travel.

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 and our quarterly report on Form 10-Q for the fiscal quarter ended March 31, 2006. 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.