

## PRE-AUTHENTICATION FOR .travel THIRD PARTIES TO START AUGUST 22; LIMITED LAUNCH OF .travel INTERNET DOMAIN SET FOR OCTOBER 1

**NEW YORK– (August 15, 2005)** – Two milestone dates in the introduction of **.travel** (dot travel), the eagerly anticipated new top level Internet domain (TLD) for the travel industry have been set by Tralliance Corporation, the worldwide registry for **.travel**.

Tralliance has established August 22 as the start date for pre-authentication for third parties that want to register for a **.travel** domain name, according to Ron Andruff, President and Chief Executive Officer, Tralliance Corporation, New York. In addition, Andruff has confirmed October 1 as the limited launch date for **.travel**

### **Third party pre-authentication**

The pre-authentication program for third parties will start on Monday, August 22. The program provides a means of pre-authentication for bona fide travel businesses or organizations that are not members of any travel association or are members of travel associations who, at this time, are not serving as authentication providers.

“The process for third party pre-authentication is straightforward,” explained Andruff, “Companies with a D&B (Dun & Bradstreet) D-U-N-S Number can get authenticated, as of August 22, by going to [www.tralliance.info](http://www.tralliance.info) and clicking on the D&B icon on the Tralliance home page.”

Since July 1, 2005 pre-authentication has taken place exclusively through leading travel associations around the globe.

### **Limited launch on October 1**

The October 1 limited launch will serve as a transitional period that will precede the official launch of **.travel**, which will be undertaken at the end of the year, said Andruff. The limited launch will last for 90 days, as required by the Internet Corporation for Assigned Names and Numbers (ICANN), and will demonstrate and confirm that all **.travel** systems are functioning as planned.

“The global response to **.travel** has been overwhelming and reflective of the keen interest of travel marketers to have their own space on the Internet,” Andruff reported. “Scores of **.travel** registrants, representing a wide spectrum of travel businesses ranging from entire nations to privately-owned hotels and travel agencies from all

over the world have already been authenticated.”

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*Editor's note:* The D&B D-U-N-S Number is a unique nine-digit identification sequence, which provides unique identifiers of single business entities, while linking corporate family structures together. D-U-N-S Numbers are made available via D&B, [www.dnb.com](http://www.dnb.com).

**About Tralliance Corporation, [www.tralliance.info](http://www.tralliance.info)**

*Tralliance Corporation, a wholly-owned subsidiary of theglobe.com (otcbb:tglo) that, as the .travel Registry, develops products and services to enhance online commerce between consumers and the travel and tourism industry. Designed to serve the global travel and tourism community, the major aims of the .travel sponsored Top Level Domain (sTLD) are improved Internet identity, increased adoption of online technology and enhanced linkages between the industry and its customers.*

## **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) 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-KSB for the year ended December 31, 2004 and our quarterly report on Form 10-Q for the fiscal quarter ended March 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.

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