



Southeast Asia Tourism Community Embraces .travel Internet Domain

SINGAPORE (**February 5, 2007**) -- Use of the **.travel** Internet domain continues to gain prevalence in Southeast Asia, as high-profile tourism organizations such as ASEAN and their members promote the dedicated tourism space by adopting **.travel** website and e-mail addresses.

The ASEAN Tourism Forum (ATF) 2007 recently utilized the website www.atf2007.travel to promote their annual event and reports that the organization has now adopted the use of **.travel** e-mail addresses as well.

ATF 2007, the annual convention of the ASEAN tourism industry, promotes the exchange of ideas, review of industry developments, and joint formulation of specific recommendations to further accelerate the growth of ASEAN tourism.

ASEAN member nations include Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. The group is also widely marketing the website www.visitASEAN.travel to help educate global tourists on the myriad of travel experiences available in Southeast Asia and to cross-promote the region's countries to garner expanded consumer interest.

"We are very pleased with the ongoing support of our friends in Southeast Asia," said Ron Andruff, president of Tralliance Corporation, the **.travel** Registry. "Tourism leaders in this part of the world are to be commended for utilizing every marketing tool available to them, including **.travel**, to keep pace with the growth of tourism in this important region."

Other organizations and destinations in Southeast Asia currently utilizing **.travel** in their promotional and marketing efforts include:

www.natas.travel -- National Association of Travel Agents Singapore (NATAS)

www.bruneitourism.travel - Brunei Tourism

www.visitsingapore.travel - Singapore Tourism Board

www.thailand.travel -- Tourism Authority of Thailand

www.visitasean.travel - Association of Southeast Asian Nations

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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.tralliance.travel, or www.travel.travel.

Safe Harbor

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