



TRALLIANCE UNITES WITH JUST A DROP TO HELP CHILDREN GAIN BASIC HUMAN RIGHT TO CLEAN WATER

LONDON (November 14, 2005) – Before an audience of hundreds of international travel and tourism leaders, Tralliance CEO Ron Andruff unveiled the company's bold initiative to donate \$1 (U.S.) for every **.travel** domain name registered in the registry and invited all entities who hold those names to match the company's contribution.

The Tralliance philanthropic initiative has the potential to raise hundreds of thousands of dollars in the coming years and is the largest funding pledge for Just a Drop in history.

Founded in 1997, Just a Drop is the only global travel and tourism industry charity to give children everywhere the right to life by providing clean water to thousands of children and their families. A registered charity officially regulated by the Charity Commission, Just a Drop raises money to build wells, hand pumps and health and sanitation programs in order to give children and their families access to clean water close to their homes.

Fiona Jeffery, Chairman and Founder of Just a Drop, said that Tralliance and **.travel's** overwhelming goodwill and generosity would make a significant difference.

"It is a terrible fact of life that millions of children under the age of five die every year because of the lack of clean water and sanitation. Together, **.travel** and Just a Drop will be able to provide hundreds more protected wells, kilometre upon kilometre of piping, latrines and much more to totally change the lives of communities who right now do not even have the very basics of life.

"It means for example that more children will not have to make the long daily trek with their mothers to collect water, freeing them up to attend school," she said.

"Incredibly, more children under the age of five die from polluted water than anything else in the world," said Tom Nutley, trustee and treasurer of Just a Drop. "Every ten seconds a child dies from dirty water. Related deaths total near a staggering 4 million a year."

"The travel industry as a whole is aware of the importance to 'give back' to the communities in which they operate," said Ron Andruff, President and Chief Executive Officer of Tralliance Corporation, The **.travel** Registry. "As an integral part of the global travel and tourism community, we want to ensure that vital causes like Just a Drop receive the support they need."

“The dollars raised through the Tralliance pledge will help to address the needs of more than 1.4 billion children who have no access to man’s basic right -- clean water,” said Nutley. “Travel entities who join in the **.travel** initiative will be helping prevent illness and death around the world,” says Nutley.

According to Andruff, “There are currently thousands and thousands of **.travel** registrants. With more travel industry organizations registering each day and the potential for each registrant to match our donation, we are confident that we will be able to make significant contributions to this important cause.”

Nutley continued, “We have made great strides over the past eight years with the help of the travel and tourism industry, and have been able to transform the lives of families throughout the world. While there is still a great deal of work to be done, Tralliance and everyone who participates in the **.travel** initiative will enable us to continue that important work.”

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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

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