MEMORANDUM

TO: TRAVEL & TOURISM INDUSTRY MEMBERS

FROM: RONALD N. ANDRUFF, PRESIDENT, TRALLIANCE CORPORATION

SUBJECT: AUGUST 2004 ".TRAVEL" UPDATE

DATE: AUGUST 31, 2004

The Tralliance August Update focuses on the following three areas:

Tralliance CEO attends the Hotel Association of Canada Board Meeting, Regina, Saskatchewan, 13 August 2004

HAC President and CEO, Tony Pollard, invited Ron Andruff to make a presentation on the **.travel** initiative to the HAC Board of Directors at their recent meeting in Regina, Saskatchewan, the "Queen City" of Canada.   Mr. Pollard, who is also the Chairman of the International Hotel &Restaurant Association's (IH&RA) Chains Council, sits in an enviable position with effectively 100% of the hotels in Canada being members of the HAC. Such extraordinary numbers are a reflection on his team's efforts and the solid support of his Board for Mr. Pollard's initiatives.

Mr. Andruff reviewed the status of **.travel** and fielded questions from the Board of Directors, who signaled their strong support for the new sTLD.

Tralliance appreciates the support of Mr. Pollard and his Board of Directors at the HAC; an early Travel Partnership Corporation member, they bring enormous enthusiasm to the project.

Tralliance Corporation hosts first .travel Authentication Seminar for North American TTPC Member Associations, Washington, D.C., 19 August 2004

Taking a significant step forward in preparing for the much anticipated launch of the travel and tourism industry's own sponsored top level domain, **.travel**, Tralliance hosted a day-long seminar for North American members of The Travel Partnership Corporation. With 24 representatives in attendance (representing 12 associations) the orientation program was meant to provide TTPC members with particulars about the initiative, to enable them to institute appropriate systems for authenticating their own members for **.travel**.

Tralliance President, Ron Andruff, opened the seminar with general background on the genesis of the initiative; ICANN and top level domains; Tralliance's partners: NeuLevel, Choicepoint Systems, IATA, and WAND, and a **.travel** launch update. Byron Henderson, Tralliance Consultant, Registry Policy, elaborated on the policies on Name Rights, Names Selection, Eligibility, Authentication, and Dispute Resolution. Jim Sweeney, Director, Product Development, WAND, Inc., gave the attendees an overview of the **.travel** Directory including structure and functionalities, travel taxonomy and controlled vocabulary (versus "free text" search), and the benefits that it will have for the travel community. Cherian Mathai, Tralliance COO, closed the seminar with an in-depth review of the Authentication Program and the role of TTPC member associations in the authentication process for **.travel**. Importantly, he noted that there will be two levels of authentication of all potential **.travel** registrants. The first authentication will be on the entity applying for a **.travel** domain name, and the second, will be on the name selection, to ensure that registrants have a legal right to the name they select. This rigorous authentication process – a first of its kind on the Internet – will go a long way to establish a high level of trust between consumers and the trade, as well as between members of the travel industry, to significantly enhance e-commerce.

Overall, the feedback from the attendees was particularly positive, and with this knowledge transfer having taken place between Tralliance and TTPC members, the first cornerstones of the **.travel** sTLD foundation have been put in place. Tralliance will host its next seminars in London for its European TTPC members, and in various locations for the Pacific-Asia region members, in September.

ICANN Update

ICANN sent Tralliance a copy of the sTLD Application Independent Evaluation Report in mid-August, and the company is pleased to announce that the technical and business/financial evaluators recommended that our application be approved. In the case of the sponsorship evaluation, the last of the three, the evaluators felt that of the eight criteria noted in the RFP, the **.travel** application met five, with three needing further clarification. Tralliance has responded to ICANN, expanding on the information detailed in the application, and is currently awaiting ICANN's response.

Tralliance and TTPC are optimistic that the issues noted have been cured and look forward to moving to contract phase in the immediate future.

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