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Theglobe.com Inc**New Travel Search Portal Makes World Debut;
www.search.travel**

Delivers Authenticated Results

FORT LAUDERDALE, Fla.--(BUSINESS WIRE)--Aug. 15, 2006 Consumers now have a quick and easy way to find information about legitimate travel and tourism suppliers online with the introduction of .travel's new vertical search portal, <http://www.search.travel>.

Since the introduction of the .travel Top Level Domain six months ago, thousands of destinations and tourism-related companies have registered their domains in the .travel Internet space reserved exclusively for travel and tourism entities. In order to own a .travel Internet domain name, applicants must be "authenticated" to verify that they are legitimate travel companies and legally entitled to use the domain names. This authentication process is intended to eliminate the common practice of cyber squatting that has made searching the .com space so frustrating for consumers seeking accurate information and legitimate suppliers.

As an online research tool, www.search.travel delivers qualified search results from the entire World Wide Web, giving priority to destinations and businesses that have been authenticated. By using www.search.travel, consumers can now find all things travel related while saving valuable time and gaining peace of mind, because priority placement is given to ".travel authenticated" registrants, eliminating the need for consumers to sift through pages of irrelevant results or visit web sites that may not be reputable.

Tralliance Corporation, the .travel Registry, developed the search engine to benefit both domain holders and consumers at large. "There are thousands of cyber squatters in the .com space today," says Edward A. Cespedes, CEO of Tralliance Corporation. "And with billions of dollars changing hands through online commerce in the travel arena, it stands to reason that

consumers are concerned about the validity of search results and the credibility of companies trying to attract their attention online."

A .travel domain assures consumers that a travel service provider has been rigorously authenticated. And as an extension of the .travel initiative, www.search.travel offers the public a new vehicle to find these legitimate travel products and services quickly.

"Tralliance is delivering consumers the next generation of travel search on the web by adding a layer of security that is unavailable in the .com search world," said Cespedes.

National Advertising Campaign to Promote www.search.travel

To introduce the new search portal, .travel will launch a national advertising campaign in August. The campaign will consist of both 15 and 30-second television spots designed to visually reflect the diverse travel destinations and entities currently registered in the .travel Internet space.

The television campaign, which will initially run in the U.S., but may expand to target other parts of the world, has the potential to reach 100 million people in 35 million homes and will be complemented by significant online advertising. The online campaign is expected to generate nearly 10 million visits to the search.travel website.

"Our goal is to drive consumers to the new search.travel site, but at the same time we need to clearly let consumers know that a whole new world of legitimate travel search results awaits them in the .travel space," says Cespedes. "We believe the new TV spots will pique consumer's interest to try search.travel, and once they see the advantages, make it their online research tool of choice."

For more information on .travel visit <http://www.travel.travel> or to search online visit <http://www.search.travel>.

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 <http://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 quarter ended June 30, 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.

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