



## UNWTO and .travel Unveil New Emergency Response Portal

[www.sos.travel](http://www.sos.travel)

- Partnership Gives Major Thrust to Global **.travel** Initiative -

**BERLIN (March 5, 2007)** – In an effort to reach out to the global travel community during times of crises, the United Nations World Tourism Organization (UNWTO), together with Tralliance Corporation, the **.travel** Registry, have announced plans to utilize the **.travel** domain for its online Emergency Management System – [www.sos.travel](http://www.sos.travel).

The portal, which initially focuses on Avian Flu preparation, will be enhanced to become a unified global tracking system for all emergencies and crises affecting tourists and the industry sector.

“SOS.travel is the natural choice for the signature domain of our global system,” says UNWTO Assistant Secretary-General Geoffrey Lipman. “As part of an initiative that promotes a new age for communicating travel information, the **.travel** Internet space provides the ideal backdrop and logical clearinghouse to which the public can turn for information in times of emergency.”

Taking place before an international audience of key industry leaders gathered at this year’s ITB in Berlin, the UNWTO announcement marks a significant step forward for the global **.travel** initiative.

Lipman notes, “The creation and development of SOS.travel signals a strengthening of our relationship with Tralliance. We look forward to promoting this domain together and further exploring the use of the **.travel** brand for other UNWTO projects where it can give added value for the industry and the public at large.”

Ron Andruff, president of Tralliance, underscored the importance of the partnership between UNWTO and **.travel** as they work toward uniting the global travel industry to promote responsible and sustainable tourism.

“It is our duty as an integral part of the global travel and tourism community to ensure that the aims of the United Nations organization are met,” says Andruff. “As an Affiliate Member of the UNWTO, Tralliance is committed to making significant contributions to the development of the sector, with particular regard to its social responsibility initiatives.”

As part of this commitment, **.travel** domain holders worldwide will receive an electronic version of the UNWTO Global Code of Ethics. The universal standards encompassed in the document encourage member countries, tourist destinations and businesses to maximize the positive economic, social and cultural effects of tourism, while minimizing its negative social and environmental impacts.

“We look forward to continued involvement with UNWTO initiatives such as SOS.travel,” Andruff notes. “And in line with **.travel’s** goal to promote the unity of all travel and tourism industry sectors online, we further encourage travel entities to join us in our ongoing efforts to expand the reach of these basic principles for responsible and sustainable travel.”

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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](http://www.tralliance.travel), or [www.travel.travel](http://www.travel.travel).

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