



**RON ANDRUFF, PRESIDENT OF .travel REGISTRY, NAMED AMONG HSMAI'S
"TOP 25 MINDS IN SALES AND MARKETING"**

FORT LAUDERDALE, Fla. (February 15, 2006) – Ron Andruff, President of Tralliance Corporation, the **.travel** Registry, has been recognized as one of the "Top 25 Most Extraordinary Minds in Sales & Marketing" for 2006 by Hospitality Sales & Marketing Association International (HSMAI). Representing the greatest minds in hospitality, travel and tourism marketing and sales, the annual HSMAI 'Top 25' list pays special tribute to outstanding individuals who define innovation, creativity and accomplishment.

As founder and president of Tralliance Corporation, Ron Andruff has spearheaded the global **.travel** initiative from its initial concept with a mission to unite the worldwide travel industry within its own exclusive space on the Internet. The **.travel** Internet domain was confirmed by the Internet Corporation for Assigned Names and Numbers (ICANN) under his leadership, and has since been embraced with enthusiasm by the global travel community. The initiative is currently supported by more than 140 travel trade associations from 9 industry sectors and more than 73 countries, generating more than 26,000 **.travel** registrations to date.

With more than 25 years of international marketing experience, Andruff's knowledge of both technology and the travel industry has helped fuel the success of the **.travel** domain. Today, the **.travel** Internet space is widely utilized to provide synergies within the largest online industry, as well as benefit millions of consumers who shop and research travel products on the World Wide Web.

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings®. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 36 chapters in the Americas Region.

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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

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 September 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.