



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Lourdes Diaz

M. Silver Associates, Inc.

(954) 765-3636

Lourdes@msilver-pr.com

Sol Meliá Hotels & Resorts Launches New **.travel Websites
For Five-Star Paradise Resorts Luxury Properties**

MIAMI, Fla. (September 13, 2006) – In an effort to further extend its renowned first-class service to the global traveler, Sol Meliá Hotels & Resorts has announced the creation of new websites utilizing the **.travel** Internet domain, each dedicated exclusively to each of its Paradise luxury, all-inclusive brand resorts.

In order to register a **.travel** domain name, travel related companies must first be authenticated to prove that they are legitimate and legally entitled to use the domain name, immediately indicating to consumers that a website is authentic.

“We believe that **.travel** presents an opportunity to protect our brands against those who abuse the registration of domains on the Internet,” says Ashwin Kamlani, director of distribution for Sol Meliá Hotels & Resorts’ Americas Division. “By using the **.travel** extension for each of our Paradise Resorts, we can rest assured that no other person or company can reserve similar names with the intention of misleading customers to other websites, as we have experienced with **.com** domains. “

Located in some of the most spectacular and sought-after beachfront destinations throughout the Caribbean and Mexico, the five-star Paradise brand offers guests the natural surroundings of exotic locations and a global standard of service that has achieved recognition throughout the hospitality industry, including two AAA Four Diamond awards in 2005 for its Riviera Cancun and Puerto Rico resorts and three Leading Hotels of the World for the Palma Real, Playa Conchal and the Riviera Cancun for its Royal Service.

“Paradise is dedicated to exceeding the expectations of guests in every arena to create an unsurpassed luxury vacation experience,” Kamlani points out. “By developing a single authenticated space on the Internet for each of our Paradise resorts, we are better able to provide the specialized level of quality service guests have come to expect from Paradise.”

As an added service to travelers, Paradisus Resorts is offering 1,000 Delta SkyMiles® per night for reservations made through any of the new .travel websites until December 15, 2006. Guests may visit the following websites to book stays at each Paradisus all-inclusive resorts:

- Paradisus Puerto Rico: www.paradisuspuertorico.travel
- Paradisus Palma Real: www.paradisuspalmareal.travel
- Paradisus Riviera Cancun: www.paradisusrivieracancun.travel
- Paradisus Playa Conchal: www.paradisusplayaconchal.travel
- Paradisus Punta Cana: www.paradisuspuntacana.travel

Ron Andruff, president of Tralliance Corporation, the **.travel** Registry, commends Sol Meliá Hotels & Resorts for seeing the value of utilizing **.travel** as a benefit to consumers. "Paradisus is leading the way among the hospitality industry by recognizing the need to protect their assets in order to better serve consumers."

"By taking this first step and using **.travel** for one of our major brands we hope to encourage others in the travel industry to adopt **.travel** and to help educate consumers about the credibility of this domain extension," Kamlani says.

The Paradisus Resorts are owned by Sol Meliá Hotels & Resorts, one of the world's most successful hotel companies, managing six distinctive brands – *Meliá Hotels & Resorts*, *Tryp Hotels*, *Sol Hotels & Resorts*, *Paradisus Resorts*, *Sol Meliá Vacation Club* and *Luxury Lifestyle Hotels & Resorts* – totaling more than 350 hotels in 30 countries. Individual reservations can be made through a travel consultant by calling 1-800-33MELIA, the nearest Sol Meliá Reservation Center or on-line at www.solmelia.travel. Group reservations can be made through a professional meeting and incentive planner or through Sol Meliá's group desk (MSM) by calling 1-888-33-MELIA or via email: msm-usacan@sol-group.com.

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.travel.travel.

All SkyMiles program rules apply to bonus mile offer. To review the rules, please visit delta.com/skymiles.

###