



## **TRALLIANCE CORPORATION AND .TRAVEL FEATURED AT THE 25<sup>TH</sup> ANNUAL TRAVEL LEISURE CONFERENCE HOSTED BY TRAVEL TRADE**

**FORT LAUDERDALE, FL-November 3, 2008-** Tralliance Corporation and **.travel** invited as featured participants at the Travel Leisure Conference November 15-17, 2008. The 25<sup>th</sup> Annual Travel Leisure Conference is projected to see record turnouts with over eight hundred travel agents and hundreds of the travel industry's top executives. Held at the Miami Hyatt Regency, the largest and longest running Travel Trade event presents various educational seminars, workshops, cruise ship inspections, and networking opportunities.

Travel Trade invited the President and CEO of Tralliance Corporation and **.travel**, Edward A. Cespedes, as one of speakers for the technology panel. Taking place Saturday, November 15 at 4:15pm, Cespedes will stress the need to be found on the Internet and how to compete in a world of millions of other travel websites.

“Travel Trade and the Travel Leisure Conference are great supporters of **.travel**,” commented Cespedes, “We look forward to sharing with the industry the significant results we have witnessed with **.travel** in search engine performance and global branding while addressing the evolution of the Internet as we know it today.”

Over the three-day event, key industry leaders will be present and actively participating in the workshops and panel discussions, including: Alan Gerstner, President of Travel Doctor Consulting, Jose Cabada, Sr. Vice President of Sunny Land Tours, Scott Koepf, President of NACTA, and many others.

John Graham, Vice President and Executive Publisher of Travel Trade, responded when asked about **.travel**'s involvement at the Travel Leisure Conference, “As part of the travel industry, it is essential to support the evolution of our trade with technology. **.travel** is a tool that enables the travel and tourism industry to clearly differentiate itself. We are witnessing many of our key players adopting **.travel** websites.”

On Monday, November 17, 2008, **.travel** will answer questions and “**.travel** authenticate” interested travel industry professionals on the exhibition floor. For those interested in more information on **.travel** and registering a **.travel** domain name(s), visit [www.travel.travel](http://www.travel.travel)

### **About Tralliance Corporation**

Tralliance Corporation, 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](http://www.travel.travel).