



.TRAVEL ADDS MONIKER TO LIST OF APPROVED REGISTRARS

FORT LAUDERDALE, FL-January 9, 2009-Tralliance, the registry for the **.travel** top-level domain, said today that Moniker®, an Overseer.net™ company and provider of Domain Asset Management™ services, has made **.travel** names available at the Moniker.com registrar site.

Moniker is one of the fastest-growing registrars in the industry and represents a significant addition to **.travel's** reach on a global level. Now with a total of thirty registrars, registrations in and use of the **.travel** domain is expanding rapidly.

"Moniker is pleased to be a part of the **.travel** family," said Moniker founder Monte Cahn. "The Tralliance Registry has some excellent plans in place for growing and promoting the **.travel** extension, which can only improve on the quantity and quality of traffic for **.travel** sites. In addition, the SEO benefits of a **.travel** domain are evident. We're looking forward to serving the many travel entrepreneurs and businesses looking for a **.travel** domain."

For a complete list of all **.travel's** approved registrars, please visit, www.travel.travel

About Tralliance

Tralliance, 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.

About Overseer's Aftermarket and Registrar Division

Oversee's Aftermarket and Registrar Division, through Moniker® and SnapNames®, offers businesses and individual investors a complete array of Domain Asset Management® services to protect and grow the value of their internet domain names. Services include name creation, registration, acquisition, portfolio management, appraisal and escrow services as well as after-market sales and live auctions. Overseer provides a single point of contact over the entire life cycle of domain ownership, including name procurement, management, monetization and sales.

Moniker is a top 10 domain registrar and an industry pioneer who introduced the concept of live domain auctions and the industry's first domain appraisal formula. SnapNames operates the

largest auction of expired and deleting domain names and gives its customers exclusive first access to the world's largest inventory of high-traffic, brand-able and investment-grade domain names every day. For more information, visit www.snapnames.com and www.moniker.com.