



Media Contacts:
Gai Spann, EnCirca, Inc.
+44(0)794.692.6683
pr@encirca.com

FOR IMMEDIATE RELEASE

**EnCirca Announces the DestinationPort Service for .travel at
World Travel Market, November 14-17 2005**

**Tourism Boards and Travel Associations
Get New Tools to Manage .travel for Their Members**

LONDON – World Travel Market (booth: UK12505) - November 14th. EnCirca, Inc., Domain Name Registrar for **.travel** (www.encirca.com), announces DestinationPort™, a free service designed to help Tourism Boards and travel associations promote and manage the **.travel** internet address for their members. The vision of **.travel** is to provide the first centralized, global online directory to help consumers precisely identify providers of travel services.

“With **.travel**’s January launch fast approaching, Tourism Boards and travel associations need to move quickly to ensure that their members can secure their desired **.travel** internet addresses,” says Tom Barrett, President of EnCirca. “DestinationPort helps level the playing field in the global tourism economy. The service helps Tourism Boards claim place names and assures a web presence for associations so their members can secure their brand names in **.travel**.”

DestinationPort stands for “Destination Portal.” Its purpose is to serve as a **.travel** management system for countries, regions, cities and associations who brand and market their geographic location as a travel and tourist destination.

DestinationPort™ for Tourism Boards

In cooperation with the World Tourism Organization (WTO), Tralliance, the **.travel** registry, has reserved over six million place names for **.travel**. Through the registry’s Nation’s Priority Right, government authorities have until December 31, 2005 to claim place names that correspond to cities, towns, heritage sites, pilgrim centers, sacred sites, national parks/preserves, and any other geographic location located in their region. EnCirca’s DestinationPort helps manage the process of securing these place names for **.travel**. The DestinationPort Service is provided at no charge to qualified government authorities.

DestinationPort™ for Travel Associations

EnCirca’s DestinationPort is also designed for travel associations. With **.travel**’s January launch fast approaching, associations representing areas where travel and tourism are important to the local economy need to be prepared to stake their region’s claim in the **.travel** domain.

But many travel associations lack the resources to promote **.travel** to their members, putting their members and region at a competitive disadvantage compared to the rest of the world. DestinationPort bridges this Digital Divide with an online presence for travel associations to promote **.travel** to their members. EnCirca’s DestinationPort is provided at no charge to qualified travel associations with their members receiving a special EnCirca discount.



Meet EnCirca at the World Travel Market 2005

EnCirca will be exhibiting at the World Travel Market 2005 and company representatives will be available to discuss DestinationPort with qualified organizations. Visit our booth at UK12505 near the WTM Stage or send us an email at pr@encirca.com to arrange an appointment.

About EnCirca

EnCirca, Domain Name Registrar for **.travel**, has partnered with the world's largest travel and tourism associations in offering **.travel** domain names. EnCirca was formed in 2001 and is accredited by Tralliance and the Internet Corporation of Assigned Names and Numbers (ICANN). For more information, see <http://www.encirca.com>.

About Tralliance

Tralliance Corporation is the **.travel** Registry operator and has a mission of developing products and services to promote the efficiencies and convenience of e-commerce for the global travel and tourism industry. It is a wholly-owned subsidiary of theglobe.com (otcbb:tglo).

About World Travel Market 2005

World Travel Market 2005 is the travel and tourism industry's premier event: a business to business exhibition that provides a unique opportunity for the whole global travel trade industry to meet, network, negotiate and conduct business. Staged under one roof in London, over forty-four thousand attendees from nearly 200 countries are expected to attend from November 14-17.