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FOR IMMEDIATE RELEASE

“Lights, Camera, Action” Cat King Productions to film at London’s fractional ownership exhibition.

The third annual Fractional Life Expo visits Broadgate Event Venues 14 – 16 September 2009 but it will be a first for Cat King Productions.

Cat King is a TV presenter and newsreader with over 12 years broadcasting experience. Cat started her career as a travel reporter and then as a news presenter on local radio before London beckoned and she began a four year stint at the BBC working as a presenter. Upon leaving the BBC, she joined Bloomberg TV on Sky where her work included being the anchor World News newsreader covering international business and sport.

Cat and her production team will be there on Tuesday 15th September, interviewing exhibitors and visitors from around the world, creating ‘VoxPops’ of the event. Following the show, these will be streamed exclusively on Fractional Life <http://www.fractionallife.com> so anybody with an Internet connection will be able to experience the Fractional Life Expo 2009 as if they were there, from the comfort of their office or home

With extensive experience in the fractional luxury travel market, Cat will also be on hand to offer exhibitors an insight into how film can assist any marketing strategy and talk through the opportunities that print cannot offer.

Cat King, MD said, “we are looking forward to teaming up with Fractional Life. Fractional Ownership is a great concept especially in today’s difficult climate. You can still have the lifestyle without the full financial commitment – how good is that?”

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Notes To Editors

Fractional Life

Fractional Life is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The company has 3 divisions: interactive, fractional conferences and exhibitions, and publishing.

For more information please visit:

<http://www.fractionallife.com>

<http://www.fractionallifeexpo.com>

Cat King Productions

Cat King Productions specialises in filming and producing DVD's for the holiday and fractional resort industry.

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