



47 Park Street returns to Fractional Life Expo 2010

47 Park Street – Grand Residences by Marriott, the United Kingdom’s first urban fractional residence has announced its attendance at and sponsorship of the annual Fractional Life Expo taking place at Broadgate Event Venues in the City of London between 13th and 15th September, 2010. The Expo is the perfect place to gather information for anyone considering the fractional ownership lifestyle.

Following a successful first year at the Expo in 2009, 47 Park Street will be exhibiting and sponsoring this year’s event, which will feature a range of exhibitors from the luxury fractional market. The Expo is the largest and most diverse fractional ownership and asset sharing exhibition in the world.

47 Park Street will have a prominent position within the Expo and membership executives will be on-hand to talk potential Members through the concept, provide insights into the luxury service and lifestyle benefits offered and answer any questions from prospective Members.

Christian Broby, Vice President and Chief Executive, MSCI Europe and Middle East said: “47 Park Street’s presence at the Fractional Life Expo confirms our unique offering as the UK’s only urban fractional ownership residence. We are looking forward to meeting potential new Members and introducing 47 Park Street to new audiences.”

Piers Brown, founder of Fractional Life, said: “With the continuing popularity of fractional ownership in the UK, there is a real excitement and buzz about this September’s event. 47 Park Street is one of the most famous names in the fractional world so we are delighted to have them at this year’s Expo.”

Set in the heart of London’s exclusive Mayfair district, 47 Park Street is an exclusive residence club and the perfect base for London living. Combining the comfort and security of a private residence coupled with the service and hospitality of a luxury hotel, 47 Park Street is a home away from home. Comprised of only 49 one- and two-bedroom residences; all impeccably decorated and furnished to the highest standards.

The Fractional Life Expo runs from Monday 13th through Wednesday 15th September 2010. The Expo venue at Broadgate Event Venues (directly opposite UBS and Henderson Asset Management, amongst others) is within a five-minute walk of more than 150,000 high earning City workers. For more information on the Expo visit www.fractionallifeexpo.com.

Fractional Life has recently confirmed a £35,000 London Underground advertising campaign to

support this year's Expo. Adverts for the event will be prominently displayed at 70 Tube stations across the capital in the build-up to the Expo.

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Notes to editors
About Fractional Life

From a fractional jet to fractional real estate, Fractional Life is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The company has three divisions: interactive, b2b conferences and b2c exhibitions.

Dates:

2010

[Fractional Summit USA](#), August 31 – September 1 2010, InterContinental Hotel, Miami , USA

[Fractional Life Expo](#), September 13 - 15 2010, Broadgate Event Venues, London, United Kingdom

[Shared Ownership Fractional Summit Middle East](#), November 23 – 24 2010, The YAS Hotel, Abu Dhabi, UAE,

2011

[Fractional Summit Europe](#), February 17 - 18 2011, London Marriott, Grosvenor Square, London, United Kingdom

For more information on 47 Park Street please visit www.47ParkStreet.com

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