



4th August 2009

FOR IMMEDIATE RELEASE

Fractional Life Confirms £45,000 London Tube Advertising Spend to Promote Fractional Life Expo 2009

The fractional ownership brand, Fractional Life (<http://www.fractionallife.com>), today confirmed its £45,000 London Underground advertising campaign to promote the Fractional Life Expo 2009 goes 'live' on Monday 10th August for 4 weeks in advance of the show. Spanning 75 locations throughout the City and Central London the campaign has been devised to grow consumer awareness of the fractional ownership and asset sharing concept and maximise Expo attendance.

Now in its third year, the event takes place Mon 14 – Wed 16 September 2009 in the heart of the City of London at the prestigious Broadgate Event venues which 'houses' the highest penetration of ABC1 consumers in the UK and is free to attend for visitors.

With the fractional ownership concept benefiting from increased consumer awareness due to difficult luxury 'whole ownership' conditions, the event caters for the growing number of people who want to enjoy a lifestyle of luxury items and experiences - without the ties, responsibilities and capital outlay of a complete purchase.

Limited to just 26 exhibitor stands, the show gives visitors the chance to find out more about the benefits of fractional ownership, and speak with representatives from the likes of fractional property, jet, yacht, classic and supercar, wine and designer handbag companies. There will also be plenty of desirable fractional luxury objects on display.

Tracey Carter, Fractional Life Expo Organiser said "With bonus awards being reintroduced for lots of City professionals, many will be visiting the show already aware of the attractive lifestyle and investment benefits a fractional ownership purchase can offer in these times."

In addition to the high impact London underground advertising campaign, Fractional Life will be supporting the Expo with a fresh media campaign, including national and local press adverts and features, alongside magazine editorials and other media exposure.

For more information log onto <http://www.fractionallifeexpo.com>

ENDS

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>

Issued 4th August 2009

Press release issued by Douglas Brown, Douglas Brown Associates, Tel: +44 (0)121 308 4092.