



21st JULY 2009

Less Than Two Months Before The Annual Fractional Ownership Exhibition, 'Fractional Life Expo' Returns To London

This Summer sees the 3rd Fractional Life Expo return to Broadgate Event Venues <http://www.broadgateinfo.net> in the heart of the City of London, United Kingdom. This year's event takes place from Monday 14th through to Wednesday 16th September 2009 and is billed as the largest and most diverse fractional ownership and asset-sharing exhibition in the world.

For the first time the main exhibiting area of Broadgate Circle will be undercover and transformed into a kaleidoscope of colour, entertainment and discovery whilst showcasing a selection of the best fractional opportunities available to purchase in the market today.

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.

Piers Brown, Founder of Fractional Life said "With everything that's happened in the last 18 months or so and bonus awards being reintroduced for lots of City professionals, the heady days of 'conspicuous consumption' are in the past. Many will be visiting the show already aware of the attractive lifestyle and investment benefits a fractional ownership purchase can offer in these times."

The Expo takes place at the prestigious Broadgate Event Venues which 'houses' the highest penetration of ABC1 consumers in the UK and is free to attend for visitors. Visited by the consumer and trade and limited to just 26 exhibitor stands, the show will play host to a number of different fractional ownership and asset-sharing "zones": Property—houses, hotels, private residence and destination clubs, Motoring - classic vehicles and supercars, Sea - boats and yachts, Air - aircraft and jets and, finally, Lifestyle - wines and spirits, sport, handbags and other relevant assets and investments. There will also be plenty of desirable fractional luxury objects on display.

The show will give 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.

Fabrizio Harper, Head of Sales at Fractional Life, which brings the items online at <http://www.fractionallife.com>, said: "We have a superb set of sponsors and supporting partners and it's very pleasing to already have lots of confirmed exhibitors in these challenging times. There will be something for everybody and we're confident that 2009's event will be even more innovative than last year - an outstanding event that our exhibitors, our visitors and the fractional ownership industry can be proud of."

In addition to promotion and media partner activity, Fractional Life will be supporting the Expo with a fresh media campaign, including London underground advertising around the City, 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 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.