



## Nevada Bob's Golf Partners With Fractional Life Expo 2009

Broadgate's 10 000 sq ft Nevada Bob Golf flagship store today announced it will be partnering with Fractional Life to create the interactive golf Lifestyle area at the forthcoming Fractional Life Expo, at the prestigious Broadgate Event Venues in the heart of the City of London 14 - 16 September 2009.

The event, free to attend will offer visitors the opportunity to be some of the first consumers in the UK to try Nevada Bob Broadgate's very latest equipment from leading manufactures such as Taylormade, Callaway, Ping, Cobra, Mizuno plus many more. Visitors will be able to take a putt on the Nevada Bob's putting green and go for 'the longest drive' and 'hole in one' when they take aim on the driving simulator to win daily prizes.

Nevada Bob's Broadgate will have exclusive offers available only in the store during the event and N1 Golf Academy PGA teaching professionals will be on hand to give coaching advice.

Ivan Norman, Managing Director, Nevada Bob's Broadgate said "with the ability to play golf being a popular factor when considering a property purchase on a fractional resort it makes sense to raise our profile at the Expo and throughout the City of London"

The partnership gives Nevada Bob's Broadgate high profile branding in the Fractional Life Expo media campaign and additional online exposure at <http://www.fractionallife.com> and <http://www.fractionallifeexpo.com> .

Piers Brown, Founder of Fractional Life said "Fractional ownership and asset - sharing is quickly becoming a mainstream way of living. Nevada Bob's is a perfect brand to link with for this event."

The Fractional Life Expo is billed as the largest and most diverse fractional ownership and asset-sharing exhibition in the world. The event caters for the growing number of people who want to enjoy life's luxury items - without the ties, responsibilities and hassles of permanent ownership and possessions. Exhibiting companies include property, classic and supercars, aircraft and jets, boats and yachts and lifestyle sectors.

## **ENDS**

Notes To Editors

Fractional Life <http://www.fractionallife.com> is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace.

For more information please visit:  
<http://www.fractionallife.com>  
<http://www.fractionallifeexpo.com>

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