



FOR IMMEDIATE RELEASE

Low Cost Fractional Ownership Property Portal Launches

Launched on Monday 15th June, Fractional Index www.fractionalindex.com is the first prominent and specifically low cost fractional ownership website dedicated to growing the fractional property sales and resales market.

Specifically created to help drive sales of individual fractional properties and to develop an active fractional resale market which until now, has been absent from the market, Fractional Index acts as a sales lead generator and news source for the worldwide Fractional Properties, Private Residence Clubs and Condo Hotels markets. User friendly and with simple functionality, the website is designed to attract 'fractional savvy' buyers worldwide and make it easy for both developers and private owners to advertise their properties.

Tough times means even tougher budgets and for a limited period only Fractional Index is offering a recession-busting advertising package of £365 per year (£1 per day) which gives advertisers the most cost effective worldwide exposure in the fractional property market today.

As part of the high profile launch, Fractional Index is a sponsor of the forthcoming Fractional Life Expo 2009 www.fractionallifeexpo.com London, 14 – 16 September, the world's only fractional consumer event and recently featured in the "Guide to Fractional Living", a 16 page fractional supplement distributed to over 1.5 million readers within the Sunday Telegraph newspaper on the 7th June.

Backed by the team from Fractional Life www.fractionallife.com, Fractional Index provides a low cost solution to the question that so many fractional agents and developers need to answer prior to closing new sales: "is there a fractional resale market?" – the answer is a resounding "yes", Fractional Index is here!

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Notes To Editors

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From a fractional jet to fractional real estate, Fractional Life <http://www.fractionallife.com> is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The company has 3 divisions: interactive, fractional conferences <http://www.fractionalsummit.com> and exhibitions <http://www.fractionallifeexpo.com>, and publishing.

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