



1st JUNE 2009

Fractional Life Announces Its Annual Fractional Ownership Expo

This Summer sees the 3rd Fractional Life Expo return to Broadgate Event Venues 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 the largest and most diverse fractional ownership and asset-sharing exhibition in the world.

With the fractional ownership concept benefiting from increased consumer awareness due to challenging 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.

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 27 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.

Piers Brown, the founder of Fractional Life, which brings the items online at <http://www.fractionallife.com>, said: "With the success of the recent Fractional Summit 2009 trade event and the amount of fractional ownership products coming onto the marketplace, there's plenty of exciting times ahead. There will be something for everybody and we're delighted to be working alongside our sponsors and 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.