



**FOR IMMEDIATE RELEASE**

### **HomesOverseas.co.uk Partner with Fractional Life Expo 2009**

The fractional ownership brand, Fractional Life (<http://www.fractionallife.com>), today announced HomesOverseas.co.uk (<http://www.homesoverseas.co.uk>) as media partners for the Fractional Life Expo (<http://www.fractionallifeexpo.com>) which takes place Mon 14 – Wed 16 September 2009 in the heart of the City of London at the prestigious Broadgate Event venues.

Marc Da-Silva, Editor of HomesOverseas.co.uk, part of Trinity Mirror Digital Property Ltd, said: “We’ve been reporting on the international property market for over 40 years, and right now I would say the best new fractional ownership schemes are among the most attractive developments in the second-home market. We are delighted to be part of the Fractional Life Expo 2009.”

Aaron Weddell, Fractional Life Editor, said “it’s great to have such a high profile consumer property brand promoting the Expo to their readers. Living for the ‘here and now’, having fun, enjoying new experiences, entertainment and discovery is what the Fractional Life Expo epitomises”

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.

Supporting activity includes dual branding, reciprocal promotional activity and email database marketing.

## **ENDS**

Notes To Editors

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.

HomesOverseas.co.uk, overseas property experts since 1965, is the definitive guide to buying a property abroad whether as an investment or holiday home. The website offers independent expert advice, property listings, breaking impartial daily overseas property news, features, as well as extensive guides to buying homes abroad.

<http://www.fractionallife.com>

<http://www.fractionallifeexpo.com>

<http://www.homesoverseas.co.uk>

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