



M1NT confirmed as Lifestyle partner for Fractional Life Expo 2007

Alistair Paton, Founder and Group CEO of lifestyle and shareholder club M1NT today announced its partnership with the Fractional Life Expo at the prestigious Broadgate Arena and surrounding area in the heart of the City of London 20 – 22 August 2007. Alistair said, "It's great for M1NT to be selected as the lifestyle partner for the Fractional Life Expo. Virtually all our M1NT shareholders and Club members share the consumer 'time poor' demographic that is prevalent in society today. This is one of the key drivers for the growth of 'fractional luxury' in the UK".

M1NT will be hosting the Fractional Life pre-Expo party at the private Club in Jermyn Street, Mayfair, London

Aaron Weddell, Editor of Fractional Life said "Alistair and M1NT have turned the private members Club format on its head with the fractional ownership concept. Innovative – yes, successful definitely. This is what the Fractional Life Expo is all about – living for the 'here and now', having fun, enjoying new experiences, entertainment and discovery."

ENDS

Notes To Editors

Fractionallife.com is a radical new web portal providing a one-stop site to assist consumers in making sense of the currently expanding fractional ownership marketplace.

The website is specifically designed to give the consumer the choice of the best of everything at a fraction of the cost, all under one roof in a 'fractional superstore'.

For more information please visit:

<http://www.fractionallife.com>

<http://www.fractionallifeexpo.com>

<http://www.M1NT.co.uk>

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FractionalLife.com
THE SMARTER WAY TO OWN
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