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FOR IMMEDIATE RELEASE

Perspective Magazine Selected as Media Partner for Fractional Life Expo 2009

The fractional ownership brand, Fractional Life (<http://www.fractionallife.com>), today announced Owners Perspective Magazine is media partner for the forthcoming 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.

Launched in print in January 2009, Owners Perspective Magazine (<http://www.ownersperspective.com>) is an independent publication available by subscription as well as in leading UK supermarkets, selected hotels and resorts and airport lounges around the world, specialising in the shared ownership industry, including vacation and real estate products such as Fractional Ownership, Private Residence Clubs and high end timeshares.

Paul Mattimoe, CEO Perspectives International, said: “We’ve been reporting on the growing fractional property market for over four years, and right now I’d say the growth of the fractional industry is at its most accelerated of recent years with the added interest from the second-home market. We are delighted to be part of the Fractional Life Expo 2009 and will be encouraging our UK readers to attend.”

Piers Brown, Fractional Life said “we are very pleased to have Owners Perspective Magazine partner with an exhibition which is truly innovative and unique. Living for the ‘here and now’, having fun, enjoying new experiences, entertainment and discovery is what the Fractional Life Expo epitomises”

Promotional activity between the two brands will include both on and offline media activity pre and post event and distribution of Owners Perspective Magazine at the show.

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Notes To Editors

Fractional Life

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.

FractionalLife.com achieves over 1 million web hits per month and is recognised as the world's leading web portal dedicated to fractional ownership and asset-sharing. Updated daily the website provides the very latest fractional news and information, products and offers.

For more information please visit:

<http://www.fractionallife.com>

<http://www.fractionallifeexpo.com>

Owners Perspective Magazine is an independent publication specialising in the shared ownership industry, including vacation and real estate products such as Fractional Ownership, Private Residence Clubs and high end timeshares. In addition to reaching 42,000 consumer per month, the magazine operates an online resource including product and resort reviews, reader offers, buying guides, hints and tips for more than 17,600 registered users.

For more information about Owners Perspective Magazine please visit

www.ownersperspective.com

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