



FOR IMMEDIATE RELEASE

Fractional Life Expo 2009 to Feature *The Registry Collection*® Exchange Programme as a Supporting Partner

Fractional Life is delighted to announce *The Registry Collection*® exchange programme, the world's largest luxury exchange programme and part of the Wyndham Worldwide family of companies (NYSE: WYN), will serve as a Supporting Partner of the [Fractional Life Expo 2009](#). The expo will be held 14-16 September in the City of London.

The Fractional Life Expo is viewed by the fractional industry as the most diverse fractional ownership and asset-sharing exhibition in Europe. The event caters to the growing number of people who want to enjoy life's luxuries – without the overhead, responsibilities and hassles that come with owning such possessions outright.

The Expo will be held at the prestigious [Broadgate Event Venues](#) which attracts the highest penetration of ABC1s in the UK. Visitors from both the consumer and trade sectors of the market are welcome to attend the Expo free of charge.

Exhibitor opportunities are at a premium, with just 26 exhibition stands. The Fractional Life Expo will host a number of different fractional ownership and asset-sharing 'zones': Property—houses, hotels, private residence and destination clubs; Motoring—classic vehicles and super cars; Sea—boats and yachts; Air—aircraft and jets; and, Lifestyle—wines and spirits, sport, handbags and other relevant assets, as well as investment opportunities. Many desirable fractional luxury products also will be displayed.

With the current decline in whole-ownership property sales, fractional ownership offers a lower entry price, reduced maintenance costs and greater use flexibility, presenting itself as an exciting product which maximizes the value of spend. Savvy consumers and developers alike are being drawn to the fractional ownership model in increasing numbers.

"Fractional Life has pioneered the creation of a marketplace for this product in Europe, making its 2009 Expo the ideal showcase for our products," said Nick Turner, vice president and head of new business development, [The Registry Collection](#) programme, Europe. "Fractional ownership is a growing trend worldwide with over 350 fractional resorts in Europe and North America alone. Our typical consumer has the money to potentially buy outright, but instead they value the flexibility and choice offered by a fractional purchase, which is further enriched if the buyer chooses to become a member of The Registry Collection programme. This unique luxury exchange programme gives buyers access to the largest number of fractional properties worldwide available for exchange, as well as to elite services such as 24/7 concierge and exclusive travel benefits. "

Mr Turner will be meeting with exhibitors, prospective developers and others attending the show to present the benefits of The Registry Collection programme, which offers developers of upscale properties services that help generate qualified sales leads.

“With the success of the recent Fractional Summit 2009 trade event and the amount of fractional ownership products coming onto the marketplace, exciting times lie ahead,” said Piers Brown, founder of [Fractional Life](http://www.fractionallife.com). “There will be something for everybody at the Expo and we’re delighted to be working alongside The Registry Collection programme and confident that 2009’s event will be even more innovative than last year—an outstanding event that our exhibitors, visitors and those in the fractional ownership industry were all proud to be a part of.”

Supporting activity will include dual branding, on- and offline advertising, and member database marketing. For more information visit <http://www.fractionallifeexpo.com>

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Notes To Editors

About Fractional Life

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 and exhibitions <http://www.fractionallifeexpo.com> , and publishing.

About *The Registry Collection*

The Registry Collection programme is a global network comprising over 30,000 members and more than 130 affiliates on five continents. More than 160 properties are available through the programme and are either accessible for exchange or under development. As the world’s largest luxury exchange programme, The Registry Collection programme provides members with access to an elite global network of the very finest vacation properties at some of the world’s premier destinations, as well as personal concierge services that are available 24 hours a day. From condo hotels and high-end fractional resorts to private residence clubs and fractional yachts, The Registry Collection programme facilitates exchanges around the world and redefines the vacation experience for owners and developers. The Registry Collection programme is offered by Group RCI, the worldwide leader in vacation exchange and the European leader in vacation rentals and one of the Wyndham Worldwide family of companies. (NYSE: WYN) For additional information, visit the media center at www.grouprci.com.

For additional information on the services offered to developers and members by The Registry Collection programme and how it can add potential value to leisure real estate projects, visit www.theregistrycollection.com.

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