



PRESS RELEASE

Vicinitee.com to Support Fractional Life Expo 2007

Work and lifestyle website vicinitee.com has announced it is to sponsor the Fractional Life Expo 2007.

One of the largest and most diverse fractional ownership and asset-sharing exhibitions in the world, the event caters for the growing number of people who want to enjoy ownership of life's luxury items - without the ties, responsibilities and capital outlay of a complete purchase.

Organised by Fractional Life Limited, it will showcase the opportunities for partial ownership from a diverse range of luxury items, including designer handbags, fine wines, classic cars, jets and racehorses.

Piers Brown, the founder of Fractional Life, which brings the items online at www.fractionallife.com, said: "With the growth of fractional ownership products coming onto the marketplace, and plenty of exciting times ahead, we are delighted to be working alongside vicinitee.com and confident that the Fractional Life Expo will be an innovative, exciting and outstanding event that our exhibitors, our visitors and the fractional ownership industry can be proud of."

Fractional Life Expo 2007 takes place between 20 and 22 August, at the prestigious Broadgate Arena and surrounding areas, in the City of London.

Launched in 2001 by Broadgate Estates Limited, a subsidiary of The British Land Company plc, vicinitee.com is used at prestigious centres including 30 St Mary Axe - known to many as the Gherkin - as well as London's Paternoster Square and Plantation Place.

Later this year, the online portal is being introduced to a large scale residential development in London's Docklands.

Richard Fischer of Vicinitee, said "We are delighted to have joined forces with Fractional Life in order to bring one of the most unique and innovative exhibitions to be held in the City of London.

"Both vicinitee.com and fractionallife.com enable people to make the most of where they work and their leisure time, bringing opportunities,

information and lifestyle to the desktop. The companies represent the exciting future online technology can deliver."

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Notes To Editors

Vicinitee.com is a versatile property management and community website that connects building owners, managers and occupiers to help everyone get the most out of the space around them.

Within Vicinitee's range of services, a suite of modules for commercial and retail sectors are specifically designed to help property owners and managers run buildings more efficiently.

The website is also specifically designed to help everyone working in a building make the most of their environment - before, during and after work - by bringing a wealth of information, interaction and timesaving tools direct to the desktop - including live webcams of train departure boards.

For more information please visit www.vicinitee.com/corporate

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