



FOR IMMEDIATE RELEASE

FractionalLife.com Announces Its 4th Annual Fractional Ownership Expo

This September sees the 4th Fractional Life Expo return to Broadgate Event Venues in the heart of the City of London, United Kingdom. The 2010 event takes place from Monday 13th through to Wednesday 15th September 2010 and is the largest and most diverse fractional ownership and asset-sharing exhibition in the world.

Fractional ownership is benefiting hugely from increased consumer awareness, propelled by current budgetary constraints on luxury 'whole ownership' goods. Fractional Life Expo caters for a growing population who wish to enhance their lifestyle with access to luxury possessions and experiences - without the inevitable ties, responsibilities and capital outlay that whole ownership and upkeep brings.

Fractional Life Expo 2010 takes place at the prestigious Broadgate Event Venues which 'houses' the highest penetration of ABC1 consumers in the UK and is free to attend for both the Public and Trade. The event is limited to a maximum of 27 exhibitor stands and plays host to a number of different fractional ownership and asset-sharing "zones": Property—houses, hotels, private residence and destination clubs, Motoring - classic vehicles and supercars, Sea - boats and yachts, Air - aircraft and jets and, finally, Lifestyle - wines and spirits, sport, handbags and other relevant assets and investments. There will also be plenty of desirable 'fractional' Luxury objects on display.

Fractional Life Expo 2010 will give visitors the chance to find out more about the benefits of fractional ownership, and speak to experts from sectors that include fractional Property, Jet, Yacht, Classic and Supercar, Wine and Designer handbag companies.

Piers Brown, Founder of Fractional Life, which brings the items online at <http://www.fractionallife.com>, said: "With the success of Fractional Life Expo 2009 and the amount of fractional ownership products coming onto the marketplace,

there's plenty of exciting times ahead. There will be something for everybody and we're confident that 2010's show will be even more innovative than last year - an outstanding event that our sponsors, exhibitors, our visitors and the fractional ownership industry can be proud of."

In addition to promotion and media partner activity, Fractional Life will be supporting the Expo with a fresh media campaign, including London Underground advertising around the City, National press adverts and features, alongside magazine editorials and other media exposure.

For more information and to view voxpops of the 2009 event log onto

<http://www.fractionallifeexpo.com>

To enquire about sponsorship opportunities and stand availability email

info@fractionallife.com or call +44 (0)20 8340 7989

ENDS

Notes to Editors:

Fractional Life is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The Company has three divisions: Interactive, Fractional Conferences and Exhibitions, and Publishing.

Issued Monday 30th November 2009