



FOR IMMEDIATE RELEASE

New Fractional Ownership Real Estate Conference Announced: 'Fractional Summit USA' to be held at InterContinental Hotel, Miami, August 31st - September 1st 2010.

Global fractional ownership brand and fractional real estate conference organiser, Fractional Life is delighted to announce the launch of Fractional Summit USA, to be held at the prestigious InterContinental Hotel, Miami, August 31st - September 1st 2010.

As the real estate industry adjusts to the challenges the new economy presents, many developers can no longer rely on whole ownership sales, so alternative real estate business models need to be considered.

Fractional Summit USA <http://www.fractionalsummitusa.com> has been devised to attract the brightest and most dynamic minds in the fractional real estate industry to help define the 'new rules' and future opportunity within an ever changing market landscape.

Designed to stimulate the sharing of knowledge and fresh new ideas, pre-promotional conference ticket sales activity will also attract attendance from developers and service providers considering entry into the fractional ownership sector as a result of the falling off of the whole ownership market.

Tracey Carter, Conference and Event Manager said "Despite current market conditions, leading American fractional industry professionals have requested us to launch a conference in the United States with a similar format to our European event <http://www.fractionalsummit.com> , and we're looking forward to their support and welcoming speakers and delegates from around the world."

Fractional Summit USA will build on the success of Fractional Summit Europe which has quickly become the region's annual premier B2B fractional real estate conference.

"Fractional real estate now operates in a completely new market paradigm where many of the 'old rules' no longer apply. Our inaugural US conference promises to be an event which our delegates, speakers and sponsors can be truly proud of "said Piers Brown, Founder of Fractional Life.

Fractional Summit is the ideal place to get up-to date with the current market. With it's global appeal, the conference is held over 2 days and packed with renowned speakers, group panels and presentations from worldwide experts. The event offers the perfect platform to network, learn and exchange information and ideas.

For Press, Speaker and Sponsorship enquiries please contact Piers Brown in the first instance, piers@fractionallife.com +44 (0)20 8340 7989

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Notes To Editors

About Fractional Life

From a fractional jet to fractional real estate, 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 <http://www.fractionalsummit.com> and exhibitions <http://www.fractionallifeexpo.com>.

Dates:

Fractional Summit Europe, 18 - 19 February 2010, London Marriott, Grosvenor Square, London, United Kingdom.

Fractional Summit USA, 31 August – 1 September 2010, InterContinental Hotel, Miami

Fractional Life Expo, 13 – 15 September 2010, Broadgate Event Venues, London

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