



FOR IMMEDIATE RELEASE

Irwin Mitchell and Sirkin & Associates announced as sponsors for Fractional Ownership Conference

Fractional Life is delighted to announce law firms with fractional expertise, Irwin Mitchell and Sirkin & Associates as sponsors for Fractional Summit 2010, Europe's largest business 2 business fractional real estate conference, 18-19 February 2010 at Marriott London, Grosvenor Square.

Irwin Mitchell and Sirkin & Associates are the latest organisations to become sponsors of Fractional Summit 2010, Europe's largest business to business fractional real estate conference taking place 18-19 February 2010 at the prestigious Marriott London, Grosvenor Square.

Launched in 2008, Fractional Summit 2010 continues as a 2 day event and offers a unique opportunity to gain knowledge and meet all the key fractional real estate movers and shakers under one roof - making Fractional Summit an event not to be missed.

This year's conference theme 'changing times, changing markets' is designed to help and encourage new developers and industry professionals into the marketplace and explores the various different facets of the fractional real estate marketplace and the challenges the industry faces in light of the expected increase in fractional ownership product available throughout Europe in 2010.

Andy Sirkin said, 'after attending for the first time as a delegate last year, I realised that the opportunity of sponsoring this fantastic event was too good to miss: this is the premier event for fractional and we are delighted to be involved.'

Alex Radford, of Irwin Mitchell, commented that, 'The fractional market is booming, and with more and more people coming into the market, we see Fractional Summit 2010 as the ideal event to grow our presence and profile'.

Fabrizio Harper, head of sales for Fractional Life, had this to say, 'Fractional Summit continues where it left off – it's the premier B2B highlight of the fractional year. Securing the support of Irwin Mitchell and Sirkin & Associates is testament to the importance of the event - we are delighted to welcome them both on-board – their presence and input, as legal experts in this field, will be of great benefit to everyone there.'

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

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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> , and publishing.

About Irwin Mitchell

Irwin Mitchell Abogados has offices at the heart of one of the largest English communities in Malaga, and in the metropolis of Madrid. We are part of Irwin Mitchell, one of the largest law firms in the UK and winners of the 'National Law firm of the Year' at the 2007 Lawyer Awards. It has become one of the most respected law firms in Europe with particular specialisation in the timeshare, fractional and leisure industry.

About Sirkin & Associates

Sirkin & Associates has provided legal support and documents for fractional real estate projects, ranging from one house or condo to hundreds of units, throughout the world including the US, Europe, and Central and South America. The company's broad experience allows them to deliver unusually fast and cost-effective service by drawing on a huge library of fractional documentation and extensive knowledge of legal requirements for virtually any location where a project might be located or marketed. Their goal is to create legal and usage structures that withstand the test of time, and to explain them in plain English. The fractional ownership practice involves general advice and counselling on project structure, usage arrangements and marketing, fractional ownership document preparation, fractional real estate ownership project registration and governmental approvals, fractional loan documents, and ongoing consultation to developers, seller, Realtors and fractional property owners.

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