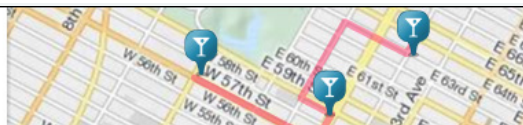


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DJIA	11,573.49	NASDAQ	2,665.60	S&P 500	1,256.77	10 yr Note	2.62%	Gold (Feb)	1,380.50	Oil (Feb)	91.51	FTSE 100	6,008.92
▲ +14.00	▲ +0.12%	▼ -2.21	▼ -0.08%	▼ -2.07	▼ -0.16%	▼ -0.72	▼ -21.56%	▼ -6.90	▼ -0.50%	▲ +1.03	▲ +1.14%	▲ +12.85	▲ +0.21%

PROPERTY4EAST and Private World Bring Together Celebrity Clientele

Business Wire posted: 5:55 AM 12/20/10

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Private World, specialists in letting the world's finest private rental estates, has acquired exclusive rights to manage the short stay section of international property network PROPERTY4EAST.com.

Private World, based in London, has over ten years proven expertise in letting luxurious villas in eighty countries worldwide. The company's policy of representing only the very best private homes – chosen for their exceptional privacy, style and individuality – has attracted many A-List celebrities and high-profile figures from the business world to its clientele.

Such international stars depend on the high levels of discretion and service the company provides – allied to the global range of its property network. According to Ian Holmes, President of Private World, his clients' main concerns are not price but privacy, style and services – that often include hand-picked concierges, cooks, butlers and drivers. All these advantages add to the exclusivity and the appeal of Private World.

Solid partner for the eastern markets

As Russia, Eastern Europe and the Middle East have become more important for the global market, Ian Holmes acknowledges that the clientele from these regions has grown over recent years. 'Today, these customers form a big part of our business, and that is why we wished to collaborate with PROPERTY4EAST. As an international real estate platform with a focus on the eastern regions, PROPERTY4EAST will prove to be an essential support to reach investors and celebrity clientele in Russia, Eastern Europe and the Middle East', states Ian Holmes.

'The collaboration between both companies is funded by the respect and trust between Ignace Meuwissen, Head of Private Desk Russian Clients at PROPERTY4EAST, and Ian Holmes', adds Alexandra Levkov, spokeswoman of Ignace Meuwissen. 'Mr. Holmes and Mr. Meuwissen have been acquaintances for a long time, now they can share their passion for exclusive and one-of-a-kind real estate through this unique cooperation.'

All eyes on the future

Real estate agents and developers can continue to offer their property to let on PROPERTY4EAST.com, though the offered estates will be closely supervised by Private World. 'The key to our success is unique real estate: we offer absolute holiday treasures. Nothing less. Therefore, we have to maintain strict criteria by advising agents on the presentation of their real estate through to the signing of their lease', says Ian Holmes.

In the future, PROPERTY4EAST.com and Private World will also offer fully serviced city residences to let. These luxurious apartments and houses in top-class cities worldwide can be rented by the week. 'This is to cater for a new holiday trend among our clientele. They prefer the comfort of a private residence over the bustle of hotel suites', concludes Holmes.

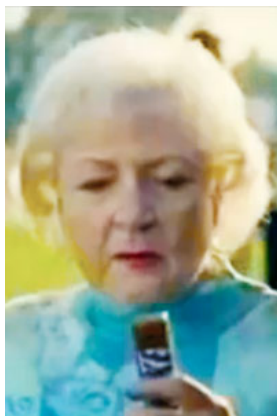
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