



Press Release
25 September 2008

Conti heads for A Place in the Sun

**Strategic partnership between Conti Financial Services and
APlaceInTheSun.com for overseas mortgages**

Conti Financial Services, the UK's leading overseas mortgage specialist, has entered into a strategic partnership with newly launched APlaceInTheSun.com, the online home of the popular TV series, best-read magazine and market-leading exhibitions.

The relationship means that the new international property portal will recommend Conti as its preferred overseas mortgage provider to anyone visiting the site who requires finance for their overseas property purchase, whether for a holiday home, an investment, or retirement purposes.

This latest extension of the *A Place in the Sun* brand* offers overseas property buyers an essential and informative property search engine, as well as unbiased advice and news about the world's property markets that enables buyers to navigate the purchase process more easily. And, through Conti, it can also offer prospective buyers access to more than 225 mortgage products in more than 45 countries.

Existing owners of overseas property can also benefit from this new partnership, through Conti's remortgaging service, which covers 15 countries across Europe, Africa and the USA.

Michael Axelrod, Commercial Director at Conti Financial Services Ltd, says:

"Undoubtedly, A Place in the Sun is an immensely successful brand and we're absolutely delighted to be part of this new venture. I have no doubt that the new website will become the authoritative voice for overseas property, and we believe that Conti, as the UK's leading overseas mortgage specialist, provides the perfect fit as a partner."

As a result of this partnership, visitors to APlaceInTheSun.com will be able to obtain details of the best current overseas mortgage deals and consult detailed guides to many of the main



property markets and the quirks of securing a home loan within them. They can also access Conti's 'quick quote' mortgage calculator to find out how much they can borrow and what their monthly repayments would be. And, at a time when securing a mortgage is no longer such a given, Conti provides an online AIP (Approval In Principle) within 48 hours, which means that a prospective buyer can start house hunting safe in the knowledge that, based on their personal circumstances and disclosure, Conti can secure the finance to help them buy it.

This will all be available through a co-branded microsite – www.contimortgages.com - which prospective buyers will access automatically if searching for advice or information about overseas mortgages on the main APlaceInTheSun.com website.

Once a buyer goes ahead with a full mortgage application, Conti will manage this procedure through to completion, making the process of buying their dream home as painless as possible. All mortgage applications will be processed and underwritten by Conti's teams of specialists, who know the exact mortgage application requirements for each overseas lender.

The nature of the partnership means that Conti will look to develop products and services that benefit users of APlaceInTheSun.com and will create opportunities to provide a greater range of facilities that match the demands of users of the website.

APlaceInTheSun.com currently offers around 80,000 overseas properties for sale in more than 78 countries. It reports that despite trying times in the UK home property market and the global credit crunch, it has been pleased to see that a high number of buyers are still active in the overseas property market.

Niall McOnegal, New Media Director, APlaceInTheSun.com, says:

“We are pleased to be launching APlaceInTheSun.com with Conti as strategic partner for mortgages and believe the relationship will offer great benefits to our users.”

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Notes to editors

About Conti

Conti Financial Services Ltd, the UK's leading overseas mortgage specialist, provides mortgages for purchasing holiday homes, investment and retirement properties in more than 45 countries, and remortgaging in 15 countries. It is currently linked to more than 20,000 independent financial advisers, mortgage specialists, agents & developers worldwide.

All mortgage applications are processed and underwritten by Conti's teams of specialists, who know the exact mortgage application requirements for each overseas lender. It provides a complete hand-holding service, advising on the most favourable lending rates in the country of interest, and negotiating competitive loan-to-value schemes over timescales to suit the client

Conti's very experienced management team is available for comment on news and issues relating to the overseas mortgage and property markets. Conti's website provides an excellent and informative service for both brokers and clients, including an up-to-date information and news facility for market trends, industry issues, and country profiles to assist clients in choosing their dream homes abroad. It gives prospective homebuyers access to a 'quick quote' mortgage calculator and can provide an online AIP (Approval In Principle) within 48 hours. Brokers will shortly have access to confidential and customised pages to enable them to track their business immediately and accurately.

Conti Financial Services Limited is an Appointed Representative of Anchor Mortgages Limited, which is authorised by the Financial Services Authority. This means it can give clients direct access not only to a growing overseas mortgage market, but also to competitive mortgage deals for the purchase of property in the UK domestic market, for both UK Ex-Pats and foreign nationals.

About A Place In The Sun

www.APlaceInTheSun.com :

- Offers thousands of overseas properties for sale in over 78 countries.
- Reports daily property market news, provides free buying guides and practical advice, offers user discussion forums, as well as TV show, magazine and event information.
- Is referenced in every new episode of A Place in the Sun on Channel 4 with an average episode audience of around 2 million viewers
- Was formed through a joint venture between Channel 4 and Brooklands Group.

* Over the past eight years **A Place in the Sun** has grown from a weekly TV programme to one of the best known names in the UK's overseas property industry. As well as the **hit TV programmes** *A Place in the Sun* and *A Place in Sun: Home or Away?* to be seen regularly on Channel 4 (attracting millions of viewers) there is also a No.1 **magazine** published 13 times a year and a hugely successful **exhibition** schedule.

The latest incarnation of A Place in the Sun is its move online at APlaceintheSun.com. This website offers overseas property buyers both an essential and informative **property search engine**, as well as unrivalled and unbiased **advice** and **news** about the world's property markets that enables buyers to navigate the purchase process more easily – and cleverly.

A Place in the Sun TV show is made by Freeform Productions and broadcast on Channel 4. The magazine and exhibitions are published/organised by The Brooklands Group, and APlaceintheSun.com is a joint venture between **The Brooklands Group** and **Channel 4**.