

## Lord Stanley Fink and David Johnstone as business partners

In 2010 Free Holdings was established as a limited holding company by David Johnstone and business partner Stanley Fink. This holding company is a conglomerate of lifestyle luxury brands that include 5 major companies: Key-2 Luxury, The Global Party, Champagne for Life, Global Fulfillment and globalpr.net.

The illustrious Key-2 Luxury is the ultimate lifestyle accessory key ring, complementing and creating loyalty between luxury partners and thousands of high net worth clients by offering key ring holders VIP privileges for life.

The Global Party is an awe-inspiring event, inviting 80,000 of the world's elite and media to attend an ommissible occasion; 80 parties around the world within 24 hours. The Global Party will offer an unrivalled opportunity for attendees to network at the highest level, whilst helping to raise a substantial amount of money for the children's charity ARK (Absolute Return for Kids).

Global Fulfillment is the professional behind the scenes company that achieves on its promise of fulfilling! From printing, packaging and shipping , Global Fulfillment allows your product to be implemented to the highest degree.

Champagne for Life, is mirrored chic card that offers its members a complimentary glass of champagne at 100's of leading bars. This wondrous accessory is fast becoming the indispensable and impressive must have for all ladies about town.

Globalpr.net is the essential PR tool for luxury brands. As a comprehensive PR website that allows its clients a concise PR platform, that is easy to update ensuring up to date data exposure and ultimate brand projection. It is also the official PR tool for the Global Party partners, sponsors and press, allowing instant access to information, images and up to date releases, Globalpr.net not only compliments the access of information about The Global Party but allows all involved a forum to showcase individual brands.

Free Holdings also encompasses subsidiary brands: Cocktails for Life, Key-2 Luxury Properties and recently acquired Pemberton & Milner leatherwear.

Luxury lifestyle expert David Johnstone and hedge fund impresario Stanley Fink first became business partners in 2007 when Fink impressed by the Key-2 Luxury brand teamed his name with Johnstone. The success of which swiftly led to a productive expansion of brands with formation of The Global Party and globalpr.net.

Free Holdings is an exciting conglomerate which is forever expanding its boundaries reflecting expertise yet encompassing the unique innovative attitude of its shareholders.