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Generic Press Release: Free Holdings

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 the following companies: Key-2 Luxury, The Global Party, Champagne for Life, Global Fulfillment, Coffee 4 Life, Golf for Life, Shooting for Life, Fishing for Life, Children for Life, The Global Charity Trust, Pure Luxury, Palladium PR, Chic Properties, Key-2 Luxury Property, Global Fulfillment, The Global Creative Network 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.

Following the great success of The Global Party 2011, a second world event is programmed for 2013: The Global Party 360. This awe-inspiring global gathering already gathered huge press attention, inviting world's elite and media to attend an ommissible occasion. The Global Party 360 will offer an unrivalled opportunity for attendees to network at the highest level, whilst helping to raise money for The Global Charity Trust.

The Global Charity Trust is a CAF (Charities Aid Foundation registered charity number 268369) Charitable Trust which directly supports charitable projects across the world.

Founded in 2011 by Johnstone and Fink, The Global Charity Trust's philanthropy aims to have social conscience and to directly support specific worldwide charity projects, where 100% of the money raised goes directly into a worthy cause.

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. Most recently Palladium PR, Coffee 4 Life, Golf for Life, Shooting for Life, Fishing for Life, Children for Life, and Pure Luxury.

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.

www.freeholdings.net