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MAMMA MIA!

FILM FRENZY DRIVES HOLIDAY HOME BUYERS TO GREEK ISLANDS

The blockbuster hit Mamma Mia!, the highest grossing UK box office hit of all time, has sparked a desire to own a holiday home in the idyllic Greek islands, according to overseas property portal PropertyIndex.com.

The website which lists property all over the world, saw a 120% jump in potential buyers viewing property in Greece in just one month following release of the film last July, which was set on the sleepy Greek island of Skopelos. As the summer buying season approaches, interest in the Greek islands has remained consistently high, with 24,852 viewings of property online in March 2009, compared with just 9,812 a year ago.

Budget airline Easyjet recently reported a 13% increase in sales of flights to Athens since the film was release last summer, suggesting a rising demand for rental accommodation in the Greek islands. This will make it an even more attractive destination for second home buyers who wish to rent their property out for all or part of the year.

Lee Bramzell, Chief Executive of PropertyIndex.com, said:

"British buyers are clearly captivated by Mamma Mia's idyllic portrayal of life in the Greek islands and are intent on finding their own island hideaway. Greece offers a fantastic climate with mild winters and 3,000 hours of sunshine a year, resulting in a long rental season from April to October. The cost of living is low and property prices are affordable with 2-bed properties costing in the region of £165,529.

Mamma Mia!, featuring the songs of ABBA and based on the popular West End musical, has grossed in excess of \$600 million worldwide and is the biggest box office hit the UK has ever seen.

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Notes to Editors

Launched in 2006, PropertyIndex.com is the UK's leading *pay for results* global property portal.

The site currently provides access to 250,000 properties for sale or rent across the UK and overseas, serving over 1,300,000 listings views in January 2009 alone. There is no sign up fee and agents listing their properties on the site pay on a cost per lead basis only.

After becoming established as the leading overseas property portal, PropertyIndex.com launched into the UK residential sales and letting arena in September 2008.

The portal also acts as an information centre, providing a one-stop solution for consumers looking to buy, sell, rent or let their home anywhere in the world.

www.propertyindex.com

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